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ABSTRACT

The information in this report reflects the record of services provided by the Office of Instructional Technology during the 1989-1990 school year to help meet the educational needs of public schools in South Carolina. Information is presented in the following sections: (1) annual management plan, which entails the achievement of objectives in fiscal and personnel management, administration, computers, evaluation, dissemination, and reporting; (2) advisory system; (3) publications list; (4) computer-assisted instruction; (5) resource development, including the development and acquisition of television and radio resources, evaluation of resources, workshops conducted, and inservice staff development programs; (6) utilization, including staff members and services designed to improve the quality and quantity of utilization, as well as instructional television (ITV) utilization history and trends; (7) educational conferences/workshops; (8) teleconferences; (9) statewide computer survey results; (10) ITV and radio awareness; and (11) plans for 1990-1991 ITFS (instructional television fixed service) network expansion and improvement of its utilization and local reception. (DB)

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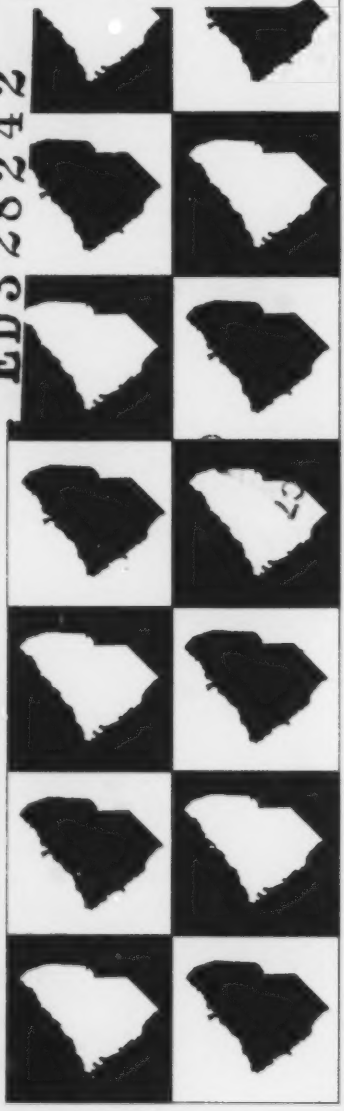

1989-1990 ANNUAL REPORT

Office of Instructional Technology
S.C. Department of Education

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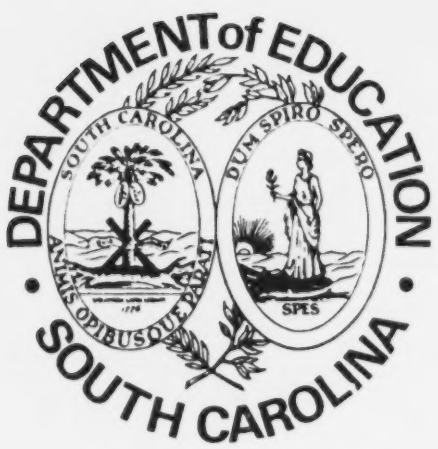
ANNUAL REPORT

1989-90



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South Carolina Department of Education
Columbia, South Carolina

The information contained in this report reflects the record of our services in helping to meet the educational needs of the public schools of South Carolina. The 1989-90 school year was the 32nd year in which instructional television resources were available. A few of the more significant facts of the year are listed below.

- 96 percent of all schools used ITV via either open-circuit, ITFS, or taped programs.
- 83 percent of all students used ITV as a learning resource.
- 51 percent of all teachers utilized ITV.
- 95 percent of all schools (1,051) had some videotape recording equipment for instructional purposes.
- 93 percent of all television sets used for instruction were color sets.
- 97 percent of all schools had some color sets for instructional purposes.
- 19,546 of the 22,298 total TV sets available were used for instructional purposes by 19,827 teachers.
- 40.5 percent of the 248 staff development programs were new. Total series/program usage was by 7,899 educators.
- 639 educators earned certification-renewal credit utilizing SOUTH CAROLINA HISTORY FOR TEACHERS and KEY CHANGES.

A computer survey was taken to report activities for the 1989-90 calendar year with the results as follows.

- 98 percent of all schools had some microcomputers (96 percent of all schools had some microcomputers for instructional purposes).
- 43,092 computers were in the schools (for instructional and administrative uses).
- 61 percent of all instructional personnel were judged to be "computer literate."

A major microcomputer activity was the revision of a publication recommending software for Basic Skills Assessment Program (BSAP) math (grades 1-8), language arts (grades 1-8), and science (grades 1-8).

A central microcomputer lab at South Carolina ETV and "mini-labs" in each of the five utilization field offices continued to serve educators.

It is evident from this report and the survey of utilization provided by teachers and principals that technology continues to make substantial contributions to the educational process in the schools of South Carolina.

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OFFICE OF INSTRUCTIONAL TECHNOLOGY
STATE DEPARTMENT OF EDUCATION
CLYDE H. GREEN, DIRECTOR

SUMMARY REPORT
1989-90

The Office of Instructional Technology is responsible for the development, acquisition, scheduling, and utilization of television and radio resources for grades K-12, staff development, and adult education, which are broadcast over the South Carolina ETV and the South Carolina Educational Radio Network, and for the administration of computer-assisted instruction in the public schools.

ANNUAL MANAGEMENT PLAN

The staff participated in the identification of 65 major objectives for the 14th year of the office's annual management plan. To achieve each of these objectives, a calendar of activities was developed so that each staff member could review progress monthly. Reflected throughout this report is a high degree of achievement of these objectives, which are as follows.

A. PLANNING

1. Conduct a needs assessment and develop a program for 1990-91 of instructional television resources for approval by the State Board of Education.
2. Develop a management plan for 1990-91.

B. FISCAL MANAGEMENT

3. Provide for the leasing of the State Board-approved instructional television resources for 1990-91.
4. Prepare the proposed budgets for updating the five-year cycle.

C. PERSONNEL MANAGEMENT

5. Plan for professional growth and development of office staff through workshops, seminars, staff meetings, and conferences.
6. Evaluate personnel according to State Personnel and State Department of Education policy.
7. Identify, screen, recruit, and recommend employment of professional staff members.

D. ADMINISTRATION

(PRINT)

8. Revise the resources book for instructional television and radio programs and series for 1990-91.
9. Revise the 1990-91 curriculum guide of ITV and audio resources related to meeting required instructional objectives.
10. Develop or acquire and print lesson guides and student activity materials for use with ITV programs.
11. Develop and print quarterly the "Office of Instructional Technology Newsletter."
12. Revise and print a 1990-91 guide for building coordinators.
13. Develop and print a guide for staff development resources for 1990-91.
14. Print for distribution a guide to the advisory listings of BSAP software correlations for language arts, math, and science.
15. Develop and print a catalog of PBS video programs.

(RESOURCE DEVELOPMENT)

16. Research, script, and continue production on the following: Third-grade social studies, "Black History Studies" for grade 8, comprehensive health education programs, "Student Winners" series, and "Flag Day/War of 1812" for U. S. history series.
17. Assist offices of the State Department of Education and other agencies in achieving their program goals by developing and scheduling programs over S. C. ETV.
18. Continue the production and scheduling of the monthly program, UPDATE: DEPARTMENT REPORT.
19. Print for distribution a correlation of all ITV science lessons to the BSAP science objectives.

(SCHEDULING)

20. Assure that television programs are available for broadcast at scheduled times.
21. Schedule S. C. ETV for delivery of the State Board-approved instructional television resources for 1990-91.
22. Schedule S. C. ETV/ER for delivery of the staff development programs for 1990-91.

(UTILIZATION)

23. Implement a program of activities that will increase ITV usage in the public schools by the following: (a) Gain in new using schools - 10; (b) Gain in individual student count - 10,000; (c) Gain in series enrollment - 50,000.
24. Continue a program of activities that will provide assistance in accessing audio instruction via broadcast or tape.
25. Provide a program of utilization services with emphasis on a total district plan for improving quality and quantity of resource usage.

26. Provide instruction for instructional technology building coordinators through district/regional workshops and individualized instruction to facilitate use of local and state resources by schools.
27. Provide instruction for videotape equipment operators in schools.
28. Increase and improve ITV reception in public schools through a plan of cooperative activities with S. C. ETV and the Office of School Planning and Building, State Department of Education.
29. Provide undergraduate and graduate classes at institutions of higher education with information to effect an understanding and use of ITV and radio resources in South Carolina.
30. Promote the utilization of the ITV series ECON AND ME, Black history lessons in THE PALMETTO SPECIAL, health education series, SE HABLA ESPANOL (IBM Spanish project) and AIT drug prevention series.

(STAFF DEVELOPMENT)

31. Develop and print the monthly schedules for 1989-90 staff development series.
32. Offer a program of SDE re-certification and graduate-level courses.
33. Continue the identification, production, and promotion of ITV/radio staff development programs.

(PARENT EDUCATION)

34. Schedule and promote television and radio parent-oriented educational programs.

(DISTANCE LEARNING)

35. Administer the activities required of the State Department of Education as a participating member of the SERC (Satellite Educational Resources Consortium) Project.

E. COMPUTERS

36. Revise the advisory listing of BSAP software correlations for language arts, math, and science.
37. Obtain and house in the microcomputer lab at S. C. ETV and the five field offices preview materials pertaining to microcomputers and their use in teaching grades K-12.
38. Operate and maintain a microcomputer lab at S. C. ETV and a regional lab at each of the five Instructional Technology field offices.
39. Provide information and assistance on the use of computers in teaching math, reading, composition, and science.
40. Review and recommend approval of applications for computer education courses.
41. Conduct the annual microcomputer survey of schools.
42. Develop and disseminate microcomputer reports.
43. Develop and disseminate programs and print materials related to the office's mission of promoting the instructional use of computers.

44. Continue an in-service program for staff in the use of microcomputers for instruction.
45. Continue the Software Evaluation Exchange Dissemination Project.
46. Continue participation in activities supportive of South Carolina's involvement in National Computer Learning Month.

F. EVALUATION

47. Conduct an assessment of utilization based on BEDS and the ITV/radio utilization survey.
48. Obtain and assess student evaluation of ITV resources that are (a) proposed for acquisition (b) under development (c) currently scheduled.
49. Obtain and assess teacher evaluation of ITV resources that are (a) proposed for acquisition (b) under development (c) currently scheduled.

G. DISSEMINATION

50. Disseminate the 1989-90 television and radio resources book.
51. Disseminate an audio teacher's guide.
52. Disseminate a curriculum guide for the use of 1989-90 ITV and radio resources that correlate to required instructional objectives.
53. Disseminate a quarterly "Office of Instructional Technology Newsletter" to public school personnel.
54. Disseminate a 1989-90 guide for building coordinators.
55. Disseminate lesson guides and student activity materials.
56. Disseminate a monthly staff development schedule to all schools.
57. Implement activities related to informational, promotional, and other instructional technology awareness thrusts of the Office.
58. Develop and disseminate utilization reports.
59. Disseminate the 1989-90 annual report of the Office of Instructional Technology.
60. Disseminate the 1989-90 advisory listing of BSAP software correlations for language arts, math, and science.
61. Disseminate the *1989-90 PBS Video* catalog to participating schools.
62. Disseminate the *1989-90 Staff Development Resources Guide*.

H. REPORTING

63. Prepare a progress report on the activities of the Office for inclusion in the *Annual Report of the State Superintendent of Education*.
64. Prepare the 1989-90 Annual Report for the Office of Instructional Technology.
65. Develop an equipment inventory and a utilization report.

ADVISORY SYSTEM

In order to provide better lines of communication between the Office of Instructional Technology and those we serve in the schools, an advisory system is employed. This system has four components—12 curriculum committees for various curriculum areas, a principals' committee, an ITV building coordinators' committee, and a state advisory committee that includes staff from the State Department of Education.

Appointments of the committee members are based upon their knowledge of the content areas and/or their use of ITV/R programs. The committees review new and existing ITV/R programs and the other services offered by the Office of Instructional Technology. Recommendations from each of the committees are presented to the state advisory committee.

The state advisory committee met twice by television in 1989-90 to formulate the recommendations for the 1990-91 instructional television schedule of programs.

PUBLICATIONS

The Office of Instructional Technology uses printed materials to communicate information and to provide services to the public schools. The following is a list and description of the publications provided in quantity available to the public schools.

1. S. C. Instructional TV & Audio Resources book: Includes significant information about ITV/radio utilization, series telecasts, schedules, and series descriptions. A copy of this book is mailed to all teachers and administrators in August.

2. Staff Development Resources book: Includes valuable information about ITV/radio staff development and training opportunities for individuals and small or large groups. It includes broadcast schedules and lesson descriptions. A copy of this book is mailed along with the S.C. Instructional TV & Audio Resources book in August.

3. Curriculum Guide—ITV Resources in the Defined Minimum Program: Correlates all ITV resources with the curriculum requirements of the Defined Minimum Program. It is provided to the administrators and curriculum personnel of each district.

4. Instructional Audio Teacher's Guide: Contains all teacher lesson guide material relative to the use of individual radio series.

5. "Office of Instructional Technology Newsletter": A quarterly publication that features special articles about ITV/radio utilization and microcomputers, and is distributed to all teachers and administrators.

6. A Primer for In-School Production: A booklet that provides brief guidelines on the essentials of making low-budget TV productions by faculty and students.

7. Instructional Television Building Coordinator's Guide: Provides a handy checklist of suggested services to assist teachers in the use of instructional television and radio throughout the school year.

8. Teacher and Student Lesson Guides for ITV Series: Each ITV series has a teacher's guide for series utilization. Several series are designed to use student worksheets or other materials, and these are provided either in a master copy or in quantity. During 1989-90, 61,262 teacher lesson guides and 19,608 student guides were provided to schools.

9. Instructional Software BSAP Correlations for Language Arts, Mathematics, and Science, Grades 1-8: Provides information on grades 1-8 language arts, math, and science microcomputer software that has been correlated to the South Carolina BSAP Objectives.

10. Holiday Specials Calendar: Provides a listing and telecast schedule of holiday/Christmas specials broadcast during December of each year.

11. Office of Instructional Technology Staff Development Television Schedule: Distributed monthly, August through May. Contains a listing of broadcast staff development programs and their daily broadcast schedules, with special notes to teachers and ITV building coordinators.

12. Office of Instructional Technology Staff Development Radio Schedule: Distributed monthly, August through May. Contains a listing of staff development programs and their daily broadcast schedules, with special notes to teachers and ITV building coordinators.

13. PBS Video Catalog: Provides information on the programs that are available for use by schools in districts that elect to pay a special access fee.

14. Instructional Television Science BSAP Correlations, Grades 1-8: Provides a selection of ITV programs that correlate to the science basic skills objectives and related subskill levels of the Basic Skills Assessment Program.

COMPUTER-ASSISTED INSTRUCTION (CAI)

Primary activities for the year included revising the advisory listings of BSAP-correlated language arts, math, and science computer software advisory listings and conducting the seventh statewide computer survey.

Other computer-related support activities included planning, operating six computer labs, scheduling computer training, and informational staff development programs over S.C. ETV and S.C. ERN, making presentations at state education conferences, and serving as the point of contact for information requests on CAI from both in-state and out-of-state educators and agencies.

Throughout the year, the office was involved in the fourth year implementation of a multi-state pilot project on software evaluation called SEED (Software Evaluation Exchange Dissemination), sponsored by the Southeastern Educational Improvement Laboratory (SEIL).

The seventh statewide computer survey also shows that:

- the total number of computers in K-12 schools was 43,092.
- 1,085 schools (or 98 percent) in 94* school districts (or 100 percent) had computers.
- the total number of printers in K-12 schools was 13,809.
- 35,765 computers in schools were used for instruction, while 4,132 were used for administration, and 3,214 were used for both.

A microcomputer lab containing a variety of microcomputers, software, and a library of publications and other materials continued to assist educators at S.C. ETV. This lab was used by educators to examine hardware and software, and to do research in the use of microcomputers in instruction. The lab was operated by staff from the Resource Development Section. "Mini-labs" served local educators from each of the five utilization field offices. The number of software programs in the six labs are as follows: Columbia, 1,006; Rock Hill, 492; Charleston, 374; Spartanburg, 452; Blackville, 474; and Florence, 425.

The staff conducted 19 workshops; participated in 13 training sessions, conferences, and seminars; and made four presentations at meetings and conferences.

**Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind, and S.C. Opportunity School.*

The Office of Instructional Technology has two sections, Resource Development and Utilization. A summary of the work of these two sections for the past year follows.

RESOURCE DEVELOPMENT SECTION

Reta Richardson, Chief Supervisor

The Resource Development Section develops and recommends for acquisition television and radio resources. As part of the process, staff members visit classrooms to observe how resources are being used, conduct workshops, and produce in-service programs.

TELEVISION RESOURCES

Twelve series were deleted from the 1988-89 schedule and 39 were added, thus making available 241 series. These contained 4,113 individual lessons which, on a single telecast basis, represented 1,423.51 hours of instructional television broadcast into South Carolina public schools. Each series aired a number of times during the year. This is the most comprehensive instructional television schedule of any state educational television network in the country.

LOCALLY PRODUCED RESOURCES, 1989-90

The Resource Development Section continued development of SAND-LAPPER'S TOO, COMPARING WESTERN EUROPE AND NORTHERN AMERICA, and THE PALMETTO SPECIAL (Black history). Production was completed on the YOU CAN DO IT series, the "World's Largest Concert" program, and a "School Bus Driver Training" program. A brief description of these resources follows.

SANDLAPPER'S TOO (Grade 3) is about South Carolina, its people and places, its present and past. Designed to present their state to third-graders, SAND-LAPPER'S TOO has units on geography, agriculture, industry, government, famous people, literature, and places to see and visit.

YOU CAN DO IT (Grades 8-12) is a series featuring outstanding accomplishments of students in South Carolina schools.

"The World's Largest Concert" (grades K-12) is a program featuring students and music from across the country.

The "School Bus Driver Training" program (staff development) provides the latest information on school bus driver training.

LOCALLY EDITED/REPACKAGED SERIES

To accommodate instructional and curriculum needs, some acquired programs and series require editing and/or repackaging before they can be telecast to schools over S.C. ETV. These are NATIONAL GEOGRAPHIC SPECIALS, THE

STORY OF ENGLISH, THE MAKING OF A CONTINENT, THE CONSTITUTION: A DELICATE BALANCE, "Cathedral," "Nothing to Fear-Legacy of FDR," "Roots of War," "Royal Archives of Elba," "Tut: The Boy King," "Vietnam: Lessons of a Lost War," "Decision to Drop the Bomb," "The Making of a President-1960," "The Making of a President-1964," "That War in Korea," "Victory at Sea," and "784 Days That Changed America."

NEW TELEVISION SERIES

Language Arts and Foreign Languages

READING WAY
Grades 1-3
15 lessons 15 minutes

Using context, work order, phonic analysis, and metacognitive strategies, READING WAY provides beginning readers with useful strategies for unlocking the meaning of words. The lessons model the proper use of sight words, content analysis, and phonic clues. (Phonic skills are never taught in isolation; there is always a reading problem to be solved.)

A VOUS LA FRANCE!
Grades 9-12
15 lessons 25 minutes

"A VOUS LA FRANCE! is an invitation...to get to know France, and we hope it will provide a means to enjoy both the country and the people," states producer David Wilson. A beginning French course, A VOUS LA FRANCE!, was filmed in some of the most scenic areas of France - the alpine area around Grenoble, the hills and plains of Languedoc, and the medieval town of Peznas surrounded by the most extensive vineyards of France.

DESCUBRA ESPANA
Grades 9-12
5 lessons 15 minutes

A second/third-year language course, DESCUBRA ESPANA is a language resource, entirely in Spanish, that utilizes documentary film featuring everyday experiences of Spanish teenagers and adults. Students witness and participate in sophisticated conversational and transactional exchanges. The series also includes interviews and scripted commentary - all designed to improve Spanish proficiency.

DES LE DEBUT
Grades 9-12
5 lessons 15 minutes

Designed to fit into beginning and second-year courses, DES LE DEBUT features mini-programs to support the teaching of basic French language skills. Everyday conversations, including requesting, needing, apologizing, etc., are demon-

strated through dramatic sketches, graphics, and documentary film. It's the perfect addition for spicing up your basic French language curriculum.

DEUTSCH DIREKT
Grades 9-12
20 lessons 25 minutes

These television lessons consist of documentary material for general comprehen-sion, into which are woven elements of the language to be actively learned. Students are helped through many standard situations encountered by the visitor; they are introduced to German-speaking people with a wide variety of backgrounds and accents; and they are encouraged to learn the language of direct communication.

DICHO Y HECHO
Grades 9-12
4 lessons 15 minutes

DICHO Y HECHO is intended primarily to support the teaching of basic skills in Spanish to beginning students, but it will be useful as review for more advanced classes. The series is a perfect library resource, as it provides a number of specific language elements. A series of graphic devices are used to pick out the key words and phrases from these exchanges, helping to improve the pupils' receptive and productive skills.

ESPANA VIVA
Grades 9-12
15 lessons 25 minutes

The complete, self-contained, first-year Spanish video course ESPANA VIVA makes learning Spanish easy and enjoyable. Rich with cultural information, the series is filled with fascinating and useful facts, filmed in a compelling manner. Students learn how to hold a simple personal conversation - talking about home, work, family, and leisure interests. They also gain insights into Spanish culture and people, from cattle farming to rowing races, fashion designers to taxi drivers. Instructors can provide students with the ideal introduction to the beauty of Spain, its people, and its language.

FRENCH IN ACTION
Grades 9-12
26 lessons 30 minutes

FRENCH IN ACTION is a compelling introduction to the language and life of the complex French culture. The lessons also contain large numbers of vignettes drawn from the media of France and other French-speaking countries around the world. Students acquire the language and come to understand the culture from the French perspective, rather than through the prism of their own language and culture.

LA MAREE ET SES SECRETS
Grades 9-12
5 lessons 15 minutes

LA MAREE ET SES SECRETS combines an exciting story with the language requirements of beginning French students in five 15-minute video episodes. It gives insights into aspects of French life and provides motivation for students at a variety of levels. The series is accompanied by a student text that retells the plot in a clever comic book format, sure to hold the attention of even the unmotivated student.

MACH'S GUT!
Grades 9-12
5 lessons 15 minutes

A short, snappy course for teaching basic skills in German, MACH'S GUT! coordinates easily with any German language course, including DEUTSCH DIREKT! Its five lessons are divided into self-contained mini-programs, each of which concentrates on a single language function, such as asking for help, describing people or places, making arrangements to go out, etc., in a variety of contexts. The series uses three different techniques to illustrate the workings of the German language. Intelligently presented and designed with flexibility in mind, MACH'S GUT! will prove an invaluable addition to any German language curriculum.

THE STORY OF ENGLISH
Grades 9-12
18 lessons 30 minutes

Since the beginning of modern times, the world's English-speaking population has increased 5,000 times. This series chronicles the astonishing transformation of English from the speech of a small Germanic tribe into today's most global language, with a vocabulary five times the combined size of its nearest European rivals, French and German.

TREFFPUNKT: OSTERREICH
Grades 9-12
5 lessons 15 minutes

Designed for second- and third-year students, TREFFPUNKT: OSTERREICH features Austrian youngsters, teenagers, and adults speaking German in a variety of everyday situations. Entirely in German, this series is the ideal resource for developing comprehension of spoken German.

THE WRITE COURSE
Grades 11-12
30 lessons 30 minutes

THE WRITE COURSE: An Introduction to College Composition, presents the best contemporary scholarship on the teaching of composition as a process. Each program contains real-life adaptations of the writing process at work. It addresses directly the needs of the advanced student.

Mathematics

MATHEMATICAL INVESTIGATIONS
Grades 6-9
20 lessons 10 minutes

Each lesson of this series is designed to challenge students to ask questions or to want to find out about the principle being discussed in each lesson. To effectively use this series, teachers should preview the lessons carefully, read the documentation, present introductory activities and discussions before class viewing, and have control of the playback so that programs can be stopped at the "pause for thought." Careful planning can make this series a worthwhile addition to many areas and levels of mathematics.

TRIGONOMETRIC FUNCTIONS 1
Grades 9-12
6 lessons 10 minutes

"Trigonometric Functions 1: Solving Triangles" is one of TVOntario's new math miniseries from the trigonometry strand of the CONCEPTS IN MATH series, a series designed to illustrate in a clear and dynamic format some of the most difficult math concepts for upper-level math students. Compute animation presents methods of solving right-angled triangles, using the sine, cosine, and tangent ratios. The sine and cosine laws are then developed, and several examples involving oblique triangles are introduced and solved, ending with the application of the sine and cosine laws to some real-world situations.

Science

LIFE ON EARTH
Grades 7-12
27 lessons 30 minutes

When, where, and in what order did the earth's more than four million species evolve? Hosted by wildlife expert David Attenborough, this extraordinary series blends scientific data with breathtaking wildlife photography to tell the story of the development of life. Half-hour versions are specially designed for the classroom.

EARTHWORM DISSECTION EXPLAINED
Grades 7-12
2 lessons 15 minutes

EARTHWORM DISSECTION EXPLAINED is divided into two parts. Part one, "External Examination," introduces the student to the various members of the Annelid Phylum. Part two, "Internal Examination," shows the viewers how to safely use an assortment of dissecting tools to properly dissect and identify key organ structures in both an anethetized and preserved earthworm. Key terminology is highlighted along with clear step-by-step procedures. This series is an ideal pre-hands-on introduction for any student in a secondar-level biology program. It easily conforms to the terminology and numerous textbooks and can be used in a self-study or as group presentation.

THE MAKING OF A CONTINENT I & II
Grade 8
12 lessons 30 minutes

The first six lessons in this series describe and show us the traumatic geological events which led to the shaping of the North American continent. It may be hard to believe that much of the area west of the Rocky Mountains was formed elsewhere in the Pacific. The simple fact is that large areas of land have been rafted on the ocean floor to their present positions, and could conceivably leave again at some time in the future.

The epic story of the making of the continent is carried a step further as we look at the spectacular heart of North America in the last six lessons. Forged by titanic mountain building processes, the land changed as man's understanding grew and the settlers learned to adapt from the ways of the Old World to the new. What had been known as "The Great American Desert" became the most productive food-producing area on earth. The lessons tell the story of that development.

PLANET EARTH
Grades 8-12
14 lessons 30 minutes

PLANET EARTH examines the fundamentals of geophysics, revealing astounding scientific insights and discoveries as internationally known scientists share their theories about the formation of the earth, its oceans and climate, and the universe beyond. Computer graphics and special effects accompany footage shot especially for the series on all seven continents, in the oceans, and in outer space. PLANET EARTH focuses on geologic time, oceanography, climatology, mineral and energy resources, the sun, comparative planetology, and the earth's future. The course is designed for use in all disciplines concerned with earth and planetary science.

THE MECHANICAL UNIVERSE
Grades 9-12
26 lessons 30 minutes

THE MECHANICAL UNIVERSE is based on the physics course developed by Dr. David Goodstein and introduced at the California Institute of Technology in 1979. Filmed in locations such as the home of Newton, and Galileo's haunts in Italy, the series also makes use of intricate sets and demonstration experiments, and the creation of what may be the most sophisticated computer-animation sequences ever developed. Because calculus is used in the series, mathematics teachers may find some of the lessons useful.

Social Studies

ECON AND ME
Grades 2-5
5 lessons 15 minutes

Sometimes you have to make choices. Learning how to make them thoughtfully is the beginning of an economic education, even for a seven-year old. The series is designed to help children develop critical thinking skills, give them confidence in their ability to do things that are important and helpful to others, and provide examples of responsible behavior. Dramatic segments featuring children their own age show students concretely how they fit into the economic system and help them establish a solid conceptual base on which to build.

FRET 'N' FIDDLE
Grades 4-12
15 lessons 30 minutes

Social studies teachers may find some of the lessons helpful in teaching American history. (Series described in the Music Section.)

GEOGRAPHY SKILLS
Grades 6-9
12 lessons 20 minutes

GEOGRAPHY SKILLS uses computer animation to illustrate the tools and techniques that geographers use to interpret the physical world. Clearly and engagingly, the series introduces students to several methods of map creating and interpretation, gathering data, and solving geography problems. Its skill-based approach to training students in the representation of the real world makes it an ideal classroom teaching aid.

ART HISTORY: A CENTURY OF MODERN ART
Grades 6-12
10 lessons 15 minutes

Social studies teachers will find these lessons enriching resources to help them integrate art into their curriculum. (Series described in the Art Section.)

BRAZIL
Grades 7-12
3 lessons 20 minutes

Brazil, the largest country in South America, has been successful in gaining foreign investment, yet the benefits have not begun to "trickle down." The three lessons in this series will supplement studies of South America.

THE NEW PACIFIC
Grades 7-12
4 lessons 50 minutes

The Pacific Basin supports a third of the world's population. No other region contains so great a diversity of race, language, and culture. With the development of trade, tourism, and telecommunications, the people of the Pacific are facing new challenges to their traditional lifestyles. THE NEW PACIFIC explores the cultural, historical, economic, and political facets of this colorful and influential sphere of the world.

MARY LONG'S YESTERYEAR
Grade 8
15 lessons 30 minutes

After more than 40 years of working in theatre and teaching drama, Mary Long began work on a series of South Carolina history segments for WNSC-TV in Rock Hill in 1985. Since that time these segments have developed into a television series spotlighting the many historical sites in the state. Students can travel by television to some of the places they study about in South Carolina history.

ASIAN INSIGHT
Grades 9-12
6 lessons 48 minutes

This sweeping six-part series introduces the people and culture of the Asian Pacific. Presenting a balanced, objective interpretation of the region's history, ASIAN INSIGHT illuminates past and present social structures, mores, beliefs, art, and architecture to give viewers a well-rounded look at this newly influential area. These countries are included: Hong Kong/Singapore, Indonesia, Japan, Malaysia, Philippines, and Thailand.

CONGRESS: WE THE PEOPLE
Grades 9-12
52 lessons 30 minutes

This telecourse presents an inside view of the United States Congress and the complex range of individuals, organizations, and processes it embodies. The programs are hosted by noted NBC correspondent Edwin Newman and were taped on lo-

cation, for the most part, at the United States Congress. This series combines the special ability of television to bring the day-to-day activities of Congress into the classroom with scholarly analysis of these activities.

THE CONSTITUTION: THAT DELICATE BALANCE
Grades 9-12
26 lessons 30 minutes

This is an introductory-level political science telecourse on constitutional rights and public policy. The 13 televised seminars are about controversial constitutional issues such as capital punishment, affirmative action, abortion, executive privilege, and national security vs. the freedom of the press. Each seminar has been divided into two parts for viewing in classrooms. The panelists are a distinguished group of professors, journalists, lawyers, judges, and politicians, including Gerald Ford, Dan Rather, Ed Muskie, and Gloria Steinem.

ECONOMICS U$A
Grades 9-12
16 lessons 25 minutes

This television series in introductory economics addresses the sharply increasing demand for quality economics courses and general education in this critical field of study. This series is appropriate for supporting AP Economics courses in high schools.

FACE-TO-FACE: U. S.-SOVIET SUMMITRY
Grades 11-12
4 lessons 30 minutes

FACE-TO-FACE, a four-part video/print series, represents a significant contribution to the understanding of the U. S.-Soviet relationship and the summitry process which has become such a visible part of it. Each of the four 30-minute programs interweaves archival material with informal discussions held among participants in previous summits and some of America's pre-eminent scholars in the field. The 36-page illustrated discussion guide features scholarly essays and a chronology of the summits between American and Russian leaders. It also poses provocative questions and guides learners to additional resources for further study. FACE-TO-FACE is the outcome of a remarkable collaboration among the United States Institute of Peace, the Woodrow Wilson International Center for Scholars, and the South Carolina Educational Television Network.

Art

ART HISTORY: A CENTURY OF MODERN ART
Grades 6-12
10 lessons 15 minutes

These lessons illustrate modern American and European movements through the work of 60 influential artists. With a light-hearted enthusiasm, host

Denise Hicks discusses selected works, commenting on the artists' personal histories and pointing out their distinctive styles and subjects. The story begins with the French artist Edouard Manet's break from tradition in the 19th century (which earned him the title "father of modern art") and continues through to Pop Art in America. At the conclusion of each program, the host quickly reviews the artists before flashing a work by each on the screen for students to identify for themselves.

ART HISTORY: A CENTURY OF MODERN ART was designed to meet the National Art Education Association's guidelines for a quality art program, which emphasizes the importance of art history in the curriculum. Social studies teachers will find these lessons enriching resources to help them integrate art into their curriculum.

Physical Education, Health and Safety

THE DRUG AVENGERS!
Grades 1-6
10 lessons 5 minutes (closed captioned)

This animated series introduces drug education to the youngest students teaching easy, sensible ways to refuse drugs. The year is 2050 and the planet Earth has a terrible drug problem. Earth's leadership organizes a group of young Drug Avengers to go back in time and teach today's children about the dangers of drug abuse. Each program has its own message, e.g., don't eat anything unless you know what it is; listen to the "uh oh" feeling when you think something is wrong; drugs make things worse, not better; offering or accepting an offer of drugs is not the right way to become someone's friend; there are ways to refuse drugs and still keep your friends. The series contains ten 5-minute animated programs -- an "intro" episode (program 1) introduces the drug avenger characters; programs 2-5 are intended for grades 1-3, programs 6-10 are intended for grades 4-6.

STRAIGHT UP!
Grades 4-6
6 lessons 15 minutes (closed captioned)

Academy Award winning actor Lou Gossett, Jr. and popular young TV star Chad Allen)NBC's "Out House") appear in this story about a boy named Ben who wants to be accepted. His friends are 12-year olds who are tempting him to try alcohol and marijuana. During Ben's struggles to resist drugs, he winds up on what he thinks is a freight elevator. But it's really a "Fate" elevator. The first time the doors open, he's in a fantasy land, identified as the "Dungeon of Ignorance", terrorized by the villainous characters of "Pot", "Booze", "Cocaine", and "Heroin". Help arrives in the form of Cosmo, played by Gossett (the drill sergeant from, "An Officer and a Gentleman"). Cosmo guides Ben through a maze of adventures. During these six 15-minute programs, Ben learns valuable lessons about drugs as well as coping skills, building self-esteem, and resisting peer pressure.

LOOKIN' GOOD
Grades 7-9
2 lessons 30 minutes (closed captioned)

LOOKIN' GOOD is a hard-hitting series based on true-life incidents involving drug and alcohol use. The two 30-minute programs spotlight refusal skills and show how a handful of concerned students - with the help of their school and community - build a peer support group to resist peer pressure to get involved with drugs. The series helps junior high students understand that their young world is a difficult one, but by recognizing and talking about their fears and anxieties, they can go on to healthy, productive futures.

PRIVATE VICTORIES
Grades 10-12
4 lessons 24 minutes (closed captioned)

In search of something new, a few students at Freeman High School turn to drugs. Through the course of the programs each discovers that drug abuse can have a devastating effect on the lives of users and others closest to them. This series of four approximately 30-minute programs (1) emphasizes that it's possible for young people to achieve private victories by caring enough about themselves to reject drugs; (2) relates the dangers of drugs clearly and concisely; and (3) demonstrates that those who decide against using drugs can influence friends to do the same.

Vocational and Career Education
MICROCOMPUTER APPLICATIONS
Grades 7-12
10 lessons 30 minutes

The MICROCOMPUTER APPLICATIONS series provides basic information about the functions and applications of microcomputer hardware and software. It explores various applications of word processing, software, database management, electronic spreadsheets, communications software, and graphics software. The series also addresses computer crime, careers in computers, computer sound, peripherals, and office automation.

YOU, ME, AND TECHNOLOGY
Grades 7-12
12 lessons 20 minutes

Dramatic advances in medical technology raise such questions as "Whose life should be saved?" "For how long?" "Who should pay?" Biotechnology develops new crops to feed the world, but poses new risks. The price we pay for the technology of instant worldwide communication is a barrage of noise. We need to make choices about what's worth our time, when we're being informed, and when we're being manipulated. The programs can be used individually or as a series.

Dramatic segments, archival film footage, animated diagrams, interviews with scientists, and scenes in factories and hospitals bring home technology's impact on individuals - and society's demands on technology.

Geography

WHERE ARE WE?
Grades 2-4
6 lessons 15 minutes

Produced by Dr. Sandra G. Thomas, WHERE ARE WE? presents basic geographic concepts and skills related to maps and globes, cardinal directions, relative location, place, and physical geography. The sequential storyline follows two children in need-to-know situations as they receive help with these concepts and skills from Spaniel Boone, their magical toy and friend. The lessons are presented with a direct-teaching approach using eye-catching visuals, animation, and fast-paced production techniques.

GLOBAL GEOGRAPHY
Grades 6-9
10 lessons 15 minutes

The content of this series is based on the five fundamental themes of geography described in the "Guidelines for Geographic Education" - location, place, relationships within places, movement, and regions. The themes reflect the basic ideas and concepts used in global geography. Those ideas and concepts are powerful tools that can be used by students to understand, and make decisions about important issues they will face as citizens. Compelling case studies are used to focus student attention on issues related to the themes.

SOUTH CAROLINA GEOGRAPHY
Grades 6-9
7 lessons 20 minutes

This series responds to the specific needs of middle and junior high school teachers for instructional resources in teaching the geography of our state. The lessons provide an in-depth study of the state's regions as the "Guidelines for Geographic Education" are applied. The programs' host, the 50-minute man, and the on-location production give students high-energy visual lessons which make geography come to life. Produced by Daniel H. Pipes, SOUTH CAROLINA GEOGRAPHY may be used to supplement THE PALMETTO SPECIAL.

ITV/R SERIES EVALUATION

The evaluation of ITV/R programs is an essential component of the process employed for the development and use of these programs. The evaluation system has two parts, formative and summative.

FORMATIVE: The staff evaluated two programs from one new series with students and teachers. Other evaluation techniques included sending scripts and completed ITV programs to administrators and consultants in the State Department of Education and to teachers and college professors for review, and using programs to teach groups of teachers and students. Series under consideration for adoption were evaluated by 10,640 teachers, administrators, and students.

SUMMATIVE: The Instructional Technology curriculum and state advisory committees evaluated 1989-90 resources through committee meetings. There were 778 educators involved in this evaluation. These committees provide guidance as to whether or not our resources are accomplishing the objectives for which they were designed and whether or not they need revision. Other summative evaluation activities were submitting programs in competition and securing evaluations of programs used by other agencies in other states.

WORKSHOPS CONDUCTED

Section staff members conducted eight workshops and classroom presentations pertaining to series in production or content area, with over 122 teachers in attendance. Planning and production activities for 379 new television and radio programs were coordinated by the department for use in workshops and for telecast over S.C. ETV.

TELEVISION STAFF DEVELOPMENT RESOURCES

During 1989-90, the State Department of Education used television extensively to help achieve its goals and objectives. The chief supervisor of Resource Development and the production specialist coordinated the planning, production, and scheduling of activities for the 49 new staff development television programs and seven new staff development television series produced for use in workshops and for telecast over S.C. ETV. These programs were:

ITV Staff Development—New Single Programs (49)

1988-89 S. C. Children's Book Award Nominees
1988-89 S. C. Young Adult Book Award Nominees
1989 Administrators' Conference Keynote Address
2001: A Vision for the Future: Dr. David P. Sklarz
Access to Knowledge--Removing Barriers: Dr. Frank Newman
Adopt a Library Overview
Adult Education Video Newsletter
Alternative School Program: Dr. John Stevenson
The Arts and Education: Hodsoll
Atlas Road Learning Center Project: Dr. John Stevenson
BSAP Update
Cherokee County Dropout Prevention Program: John Ewing
Econ and Me: Teacher Orientation
Econ and Me: Teaching Strategies
Employment Needs: Curcio
Employment Projection: David
Excerpts of 1989-90 New Series (K-6)
Excerpts of 1989-90 New Series (7-12)
Excerpts of 1990-91 New Series (K-12)
The Fat Facts
Food Safety Is No Mystery
Future Military Needs: Ball
ITV Utilization Survey
ITV/Audio Staff Development Overview
Libraries & Intellectual Freedom
Performance-Based Diploma Programs
Preparation for Higher Education: Lennon
Quality Educational Products: Corley
Reports to Schools: 1990-91 ITV Resources
Restructuring in Progress: Dr. Jane David
Role of the ITV Building Coordinator
Scheduling Taping Centers
Scheduling TV Sets
SingSational!
Stanford Achievement Test
Successful Educational Programs: Ambach
Teacher Certification
Teaching About South Carolina

Textiles/Work Force: Elisha
Update on School Food Service Regulations
Upgrading Academic Skills: Couch
Upgrading Academic Skills: Gentry
Vocational Preparation: Dodson
Vocational Skills: Elliman
Weighing in for Life
Welcome Back to School
Why Disadvantaged Students Succeed or Fail: Dr. Reginald Clark
Work Force of the Future: Clendenin
Your Choice...Our Chance: Utilization

ITV Staff Development—New Series (7)

DEVELOPMENTALLY APPROPRIATE PRACTICES
KEY CHANGES: A MUSIC EDUCATORS' SEMINAR
NATIONAL CIVICS LESSONS
UPDATE: DEPARTMENT REPORT
UPDATE: MUSIC EDUCATION
WOMEN'S HISTORY
YOUR CHOICE: COMMUNITY OUTREACH

Total new single staff development television programs, 49; and series, seven

RADIO STAFF DEVELOPMENT RESOURCES

Identified for adoption were 203 lessons totaling 81.6 hours of instruction. These series were provided on tape to requesting schools. A total of 261 teachers used these audio programs for K-12 instruction.

During 1989-90, the State Department of Education used radio to help achieve its goals and objectives by producing programs for use in workshops and for broadcast over the S.C. Educational Radio Network. These programs were:

Instructional Radio Staff Development—New Series (2)

Give a Child a Book
Update: Adult Education

Number of Programs 131

UTILIZATION SECTION

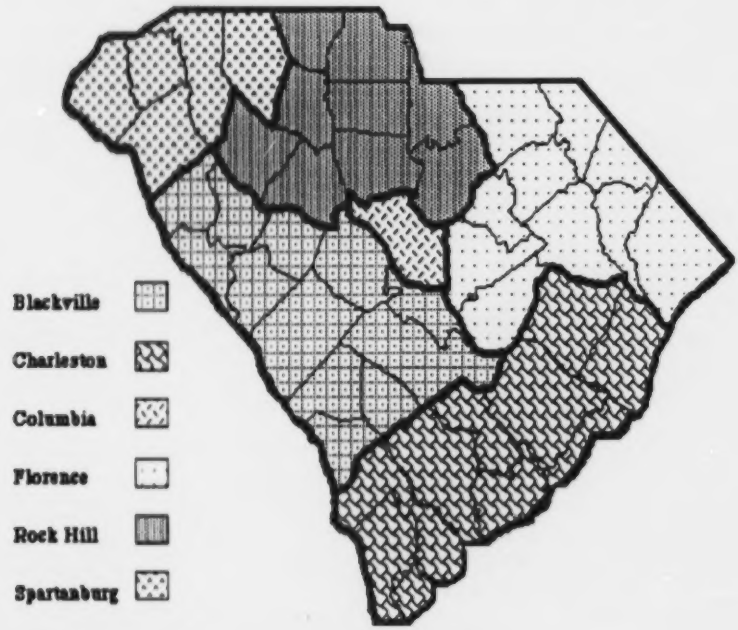
Robert W. Reese, Chief Supervisor

The Utilization Section consists of a chief supervisor, five utilization consultants, and secretarial/clerical staff. The section provides a very active program of services to improve the quality and quantity of utilization and to expand reception. These services, plus the addition of new and revised ITV resources, the services of school building coordinators, and reception improvement, provided by S.C. ETV, resulted in substantial utilization growth.

UTILIZATION SECTION STAFF MEMBERS

The names, office locations, and geographical areas served by the utilization chief supervisor and consultants are:

Chief Supervisor/Utilization Consultants	Field Office
Nicholas V. Martin	Blackville
Judy S. Brasington	Charleston
Robert W. Reese	Columbia
Doris H. Parker	Florence
Kathy D. Plumley	Rock Hill
Jackie B. Davies	Spartanburg



MAJOR ACCOMPLISHMENTS OF OBJECTIVES

A total of 159 teacher in-services and 27 building coordinator workshops were provided.

1. In-service and Training

	Accomplished: 1989-90	1988-89	1987-88
Training of VTR Operators	95%	92%	89%
New ITV Bldg. Coord. Orientation	86%	81%	89%
In-services/Workshops			
Schools	96	107	115
College Workshops	19	21	16
District In-services	12	8	6
Others	22	23	12
Totals	149	159	149

2. Utilization

ITV:			
New Using Schools	+ 6	+ 3	+ 24
Total Series Usage	- 2.98%	+ 13%	+ 3%
Individual Students Viewing	+ .33%	+ 2%	+ 3%

3. Summary of Utilization Services Provided

The Utilization Section scheduled consultant services to meet the major service needs of districts and schools. A summary of the major services follow.

	1989-90	1988-89	1987-88
ITV/Radio Building Coordinators			
Appointed	996	999	1,053
Trained During Fall Workshops	591	610	611
Trained by Individual School Visits	112	130	60
VTR Operators Trained	185	71	162
In-service Presentations			
Number Given	149	159	149
Teachers Attending	3,509	4,043	4,127
Schools Given In-service	103	123	108

3. Summary of Utilization Services Provided (continued)

	1989-90	1988-89	1987-88
Schools Visited	377	413	387
School and Administrative Office Visits	978	519	910
Superintendents Visited	52	73	61
Conferences with School Administrators	383	463	281
College Classroom Presentations	19	21	16
PTA/PTO Presentations	1	4	-

4. Television Network Expansions

Throughout the school year, S.C. ETV's Division of Field Technical Services maintained ITFS* service and building distribution systems (BDS) and installed outlets. S.C. ETV installed 28 BDSs during 1988-89.

A. Summary of BDS and additional classroom outlets installed by S.C. ETV:

	1989-90	1988-89	1987-88
• BDSs Installed	28	21	26
• Total Outlets Installed:	1,487	1,469	1,596
BDS Outlets	862	719	1,043
Minor Projects	625	750	553
• No. of Locations	200	222	126
B. Total No. of Classroom Outlets as of June 30, 1989	37,304	35,817	34,348

**ITFS: Instructional Television Fixed Service.*

4. Television Network Expansions (continued)

	1989-90	1988-89	1987-88
C. Total BDSs in schools as of June 30, 1988			
1. ITFS Schools	382	370	358
2. Open-Circuit Schools	576	556	543
Totals	958	926	901
3. School Administrative Offices	40	40	39
4. Taping Centers	14	14	14

5. School Reception Equipment Purchases

The availability of TV and recording equipment for instruction increased by the following amounts and percentages.

	1989-90	1988-89
TV Sets:		
• Net Change in B/W and Color Sets	1,204 (7%)	1,590 (10%)
• Net Change in Color Sets	1,837 (11%)	2,259 (16%)
VTRs	619 (18%)	622 (23%)

6. Special Survey on Cable Television and Satellite Dish Reception

As television reception in our schools via commercial cable (CATV) companies and by satellite dishes becomes more pervasive, we are finding that it is necessary to add to our information base about these for decision-making purposes.

6. Special Survey on Cable Television and Satellite Dish Reception (continued)

A special survey conducted in October 1989 provided the following information:

Number of Schools Responding	543
Schools with CATV	133
Receiving Free CATV	122
Receiving CATV at Cost	9
Schools with Satellite Dish*	51
Schools with KU Band	30
Schools with C Band	2
Schools Planning to Acquire CATV	46
Schools Planning to Acquire Satellite	9

**Adjusted from office records.*

7. Computer Education Utilization Activities

Now in its seventh year of providing computer services to schools, the office participated in the fifth year of a seven-state cooperative project for software evaluation, called SEED (Software Evaluation Exchange Dissemination). A statewide survey was completed and office staff participated in five computer in Instruction Conferences/workshops. Seventy educators previewed software or otherwise visited/used software at one of the six regional BSAP software labs.

In cooperation with the Office of General Education, the office reviewed computer course applications for approval. Seventy-eight courses on the introduction to computers and computer applications were funded, serving a total of 1,816 teachers at an expenditure of $349,536.

The following chart gives information on these courses for the past six years:

COMPUTER COURSES

Year	Funding	Educators Participating	Classes
1984-85	$ 277,254	1,627	72
1985-86	299,755	1,540	72
1986-87	346,318	1,125	74
1987-88	219,200	1,020	44
1988-89	253,600	1,017	49
1989-90	349,536	1,816	78
	$1,745,663	8,145	389

7. Computer Education Utilization Activities (continued)

The staff of the Utilization Section provided a substantial amount of assistance directly to school districts and schools, as given below.

	1989-90
A. School Assistance Visits	
Number of School Visits	90
Number of Schools Visited	76
Total Administrative Visits	95
Total Number of Visits to Schools and Administrative Offices	110
B. Software Labs	
Number of Visitors/Software previewers	210

8. Computer Software Evaluation Project (SEED)

The Software Evaluation Exchange Dissemination (SEED) project is sponsored by the Southeastern Educational Improvement Laboratory (SEIL). Participating states included Georgia, Florida, Alabama, South Carolina, Mississippi, and New Jersey. The office staff served on the SEED task force, conducted three software annotators' workshops, and administered the project, which produced 104 completed evaluations. Other data on the year's evaluations are as follows.

1989-90
South Carolina SEED Software Evaluations

1.	Titles Reviewed		43
2.	Annotations Mailed		135
3.	Number of Workshops		5
4.	Evaluators Trained		
	Attendance	38	
	Trained Individually	4	
	Total Evaluators Trained	42	

One hundred and thirty-five evaluations from the SEED project were printed and distributed to educators, totaling 809 annotations distributed to date. The project was successful in accomplishing the major objectives of increasing the number and quality of software evaluations available to our educators and increasing the expertise of staff and evaluators in software evaluation.

8. Computer Software Evaluation Project (SEED) (continued)

The chart below gives a SEED Project update for the years 1985-90:

South Carolina SEED Project Update

Year	Number of Workshops	Number of Reviewers Trained	Titles Reviewed	Annotations Mailed
1985-86	1	19	-	-
1986-87	9	110	54	121
1987-88	15	106	90	273
1988-89	12	168	104	188
1989-90	5	42	43	135
	42	445	291	809

Due to corrections or adjustments, two titles have been added to the total number of annotations mailed. The correct figure is 809.

The following chart gives data on SEED titles listed in the 1990 BSAP Correlation Book.

SEED Software Titles Listed in 1990 BSAP Correlation Book

	Total Software SEED	1990 Total New Titles	1990 Total New SEED	Titles(SEED) in BSAP Pub.*
Language Arts	167	7	3	27
Math	231	28	7	28
Science	157	23	5	25
	555	119	13	70

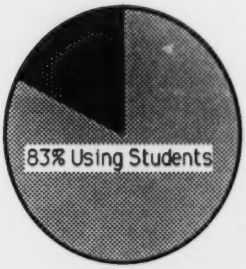
**Titles of software that appeared in BSAP publication one year prior to SEED review.*

INSTRUCTIONAL TELEVISION AND RADIO UTILIZATION

The annual statewide utilization survey of ITV and radio usage and equipment provided data on the usage of ITV/radio resources and growth in local reception. This data is used to manage delivery of consultant services, to schedule resources over S.C. ETV and Radio, to improve local reception, and to place TV and radio sets where they are most needed. This information is given to local districts and schools to assist in budgeting for purchases, equipment maintenance, transfer of unused sets within districts, and retirement of equipment that is not repairable.

INSTRUCTIONAL TELEVISION (ITV)

The state's schools were served by 11 ETV stations, which broadcast ITV programming to grades K-6 on open-circuit, by the closed-circuit/ITFS systems serving grades seven and up, and by ETV tape delivery. ITV was used in these ways by:



Television Usage	1989-90	1988-89	1987-88
Schools	1,061	1,055	1,052
Districts	94**	92	92
Individual Students Viewing	515,305	513,604	506,010
Total Series Usage	3,234,364	3,333,702	2,949,701
Teachers Using	19,827	19,753	18,754
Classes	154,387	154,976	135,903
TV Sets*	19,546	18,342	16,752
Videotape Machines*	4,011	3,392	2,770
TV Sets			
Total	22,298	20,513	18,942
Used for Instruction	19,546	18,342	16,752
Videotape Machines			
Total	5,725	4,871	3,931
Used for Instruction	4,011	3,392	2,770
Instructional Radio Usage			
Teachers Using	260	211	-

**Used for instruction.*

***Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind and S.C. Opportunity School.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
LANGUAGE ARTS											
ABOUT BOOKS: INTERMEDIATE	4-6	95	10,912	11,654	12,036	267	292	319	437	505	584
ABOUT BOOKS: PRIMARY	1-3	56	16,493	18,231	23,121	556	626	875	789	879	1,112
THE BOOK BIRD	4	89	11,703	12,844	14,845	358	410	508	523	565	684
CURSIVE HANDWRITING A	2-3	24	30,011	30,568	27,190	1,364	1,371	1,238	1,592	1,465	1,304
CURSIVE HANDWRITING B	2-3	75	13,334	12,337	11,861	582	554	498	643	596	552
FINS, FEATHERS AND FUR	1-3	85	12,262	14,072	14,521	573	644	676	612	684	697
FROM THE BROTHERS GRIMM	4-12	5	63,926	69,338	-	1,768	2,098	-	3,085	3,384	-
GATHER 'ROUND	1-2	8	49,752	60,171	55,388	1,996	2,402	2,227	2,422	2,892	2,662
GRAMMAR MECHANIC	6-8	37	23,954	26,545	-	465	470	-	1,223	1,239	-
GRAMMAR SKILLS	9-12	141	7,148	9,959	7,993	143	175	152	375	500	410
IN OTHER WORDS	7-8	161	5,445	5,825	5,098	90	103	85	255	265	227
THE LETTER PEOPLE	1	9	46,607	51,934	54,227	1,929	2,112	2,234	2,362	2,514	2,604
A MATTER OF FACT	7-10	131	7,925	5,917	6,326	133	119	128	375	281	320
A MATTER OF FICTION	7-8	66	14,680	14,440	12,341	267	257	218	723	714	601
MORE BOOKS FROM COVER TO COVER	5-6	27	27,155	23,967	20,912	638	595	487	1,272	1,117	989
THE NOVEL	9-12	77	13,144	11,249	11,432	219	186	192	657	525	539
OUR LIVING LANGUAGE	4-6	102	9,935	13,009	14,819	271	360	426	465	602	681
READ ALL ABOUT IT I AND II	4-6	73	14,134	18,084	-	485	644	-	668	858	-
READALONG 1	1	52	18,260	21,020	23,700	895	1,017	1,171	1,305	1,075	1,216
READALONG 2	2	104	9,782	11,763	12,393	442	494	584	493	561	616
READING RAINBOW	2-5	1	160,298	148,159	119,044	6,630	6,020	4,933	8,104	7,332	5,677
READING SKILLS	9-12	140	7,201	8,954	-	158	195	-	411	493	-
READING WAY	1-3	124	8,297	-	-	397	-	-	420	-	-

*Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
LANGUAGE ARTS (CONTINUED)											
READIT	3	132	7,919	9,649	10,933	317	367	423	383	461	523
THE SHORT STORY	7-12	7	51,694	45,113	43,746	814	685	726	2,477	2,137	2,095
THE STORY OF ENGLISH	9-12	101	9,962	-	-	164	-	-	452	-	-
STORYBOUND	5-6	34	24,499	28,086	24,144	570	671	620	1,155	1,313	1,149
TELETALES	K-2	31	25,232	29,627	26,133	1,006	1,168	1,050	1,253	1,476	1,254
THINKABOUT	5-6	116	8,921	8,523	10,451	279	283	366	435	395	510
TOMES & TALISMANS	6-8	15	38,883	41,083	40,031	597	634	665	1,835	1,834	1,800
VOICES & VISIONS	10-12	129	8,022	6,144	-	146	112	-	435	286	-
WATCH YOUR LANGUAGE	7-10	154	6,092	5,995	7,190	127	118	135	314	309	367
THE WORDSMITH	5-8	62	15,223	16,874	16,753	373	403	402	777	821	855
THE WRITE CHANNEL	3-4	93	11,434	14,208	14,045	418	524	531	507	628	636
THE WRITE COURSE	9-12	90	11,674	-	-	250	-	-	539	-	-
WRITER'S REALM	4-6	213	2,280	6,788	5,315	62	164	140	99	310	-
YOU CAN WRITE ANYTHING	3-6	106	9,660	10,608	9,729	269	327	338	691	492	452
ZEBRA WINGS	5-8	123	8,300	9,287	10,218	195	232	243	455	416	462
FOREIGN LANGUAGE											
A VOUS LA FRANCE	9-12	153	6,232	-	-	112	-	-	293	-	-
DES LE DEBUT	9-12	214	2,277	-	-	39	-	-	130	-	-
DESCUBRA ESPANA	9-12	180	4,025	-	-	61	-	-	184	-	-
DEUTSCH DIREKT	9-12	230	1,199	-	-	22	-	-	63	-	-
DICHO Y HECHO	9-12	138	7,423	-	-	99	-	-	333	-	-
ENSEMBLE	9-12	203	3,038	6,775	6,651	52	117	117	145	336	317
ESPANA VIVA	9-12	78	12,888	-	-	168	-	-	560	-	-

**Based on number of using students.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
FOREIGN LANGUAGE (CONTINUED)											
FRENCH IN ACTION	9-12	150	6,547	-	-	114	-	-	306	-	-
LA MAREE ET SES SECRETS	9-12	215	2,209	-	-	54	-	-	121	-	-
MACH'S GUT	9-12	238	651	-	-	15	-	-	34	-	-
TREFFPUNKT: OSTERREICH	9-12	237	736	-	-	15	-	-	34	-	-
MATHEMATICS											
BSAP MATH ITV-GRADE 3	3	80	12,783	12,136	12,298	554	533	509	619	580	601
BSAP MATH ITV-GRADE 6	6	61	15,421	14,627	14,640	345	330	328	749	702	724
BSAP MATH ITV-GRADE 8	8	84	12,464	13,473	15,723	234	246	277	659	686	784
IT FIGURES	4	79	12,859	12,553	12,653	483	463	455	591	580	610
LANDSCAPE OF GEOMETRY	8-10	105	9,706	10,830	9,500	155	152	152	445	471	441
MATH CYCLE	3	137	7,502	9,038	11,228	323	346	457	392	450	540
MATH MATTERS	5-8	91	11,614	10,858	1,171	258	231	19	562	518	60
MATH PATROL II	2	41	22,811	22,581	23,234	1,026	999	1,026	1,366	1,113	1,115
MATH PATROL III	3-5	126	8,197	10,028	9,347	338	413	348	390	491	446
MATH SKILLS	9-12	175	4,658	5,578	6,124	110	127	137	247	282	334
MATH WORKS	5	130	8,014	7,988	9,521	230	214	242	421	402	467
MATHEMATICAL INVESTIGATIONS	6-9	202	3,067	-	-	54	-	-	168	-	-
MATHEMATICS AT WORK IN SOCIETY	8-12	170	4,916	5,251	5,487	76	90	90	237	266	256
MATHMAKERS II	4-6	151	6,307	5,691	-	172	148	-	296	275	-
MEASUREMETRIC	4-6	115	9,000	10,547	13,633	228	250	316	422	506	632
THE MECHANICAL UNIVERSE	9-12	176	4,459	-	-	90	-	-	210	-	-

Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
MATHEMATICS (CONTINUED)											
THE METRIC SYSTEM	5-8	60	15,498	16,992	2,786	320	314	31	780	831	116
A READING APPROACH TO MATH	7-10	174	4,663	5,430	6,543	89	87	112	257	295	346
TRIGONOMETRIC FUNCTIONS 1	9-12	228	1,282	-	-	39	-	-	75	-	-
TWO PLUS YOU	1	65	14,805	16,797	15,944	707	771	752	746	830	789
VECTORS	10-12	225	1,521	1776	-	42	51		79	94	-
SCIENCE											
3-2-1 CONTACT	4-6	4	67,186	47,414	44,567	2,222	1,466	1,403	3,067	2,165	1,965
ABOUT SCIENCE	5-9	59	15,629	16,002	13,526	327	352	318	740	712	620
ALL ABOUT YOU	2-3	10	42,707	44,053	54,950	1,890	1,986	2,492	2,117	2,123	2,611
ANIMALS & SUCH	3-4	43	21,456	20,660	22,050	869	843	866	1,000	977	1,017
ATOMS & MOLECULES	5-6	33	24,590	20,231	17,436	361	313	287	1,102	845	753
CHEMICAL EQUILIBRIUM	11-12	192	3,408	3,972	3,761	65	71	63	157	185	163
THE COMMUNITY OF LIVING THINGS	7	82	12,597	12,728	11,717	185	192	222	609	549	514
DIMENSIONS IN SCIENCE: CHEMISTRY	11-12	109	9,536	10,218	10,402	136	151	141	428	447	453
DIMENSIONS IN SCIENCE: PHYSICS	11-12	171	4,869	5,023	5,525	92	98	107	234	238	269
DRAGONS, WAGONS & WAX	1-3	19	36,219	40,999	45,446	1,709	1,886	2,058	1,766	2,005	2,170
EARTH SCIENCE	8	45	21,182	26,284	26,023	322	388	420	995	1,117	1,132
EARTHWORM DISSECTION EXPLAINED	7-12	71	14,318	-	-	189	-	-	687	-	-

**Based on number of using students.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
SCIENCE (CONTINUED)											
ELECTRICITY	11-12	144	6,960	5,032	5,823	133	93	114	593	216	267
ELECTROCHEMISTRY	11-12	206	2,740	2,377	1,893	42	39	35	121	105	95
ELECTROMAGNETISM	11-12	204	3,032	3,377	-	51	57	-	143	149	
ELECTRON ARRANGEMENT & CHEMICAL BONDING	11-12	117	8,876	8,536	6,875	127	130	108	376	376	295
ENERGY FLOW	10-12	189	3,506	4,610	4,320	69	70	69	285	213	216
ENVIRONMENTAL STUDIES	9-12	136	7,520	7,732	7,960	131	111	117	425	352	351
EXXON ENERGY CUBE	7-12	119	8,700	9,036	5,973	108	112	77	667	395	257
FEATHERBY'S FABLES	1-2	64	14,926	16,832	21,173	671	789	985	727	828	1,012
FROG DISSECTION EXPLAINED	7-12	55	16,828	14,500	-	219	200	-	731	605	
HOMEOSTASIS	10-12	182	3,968	3,965	4,105	71	62	69	292	184	180
INTRODUCING BIOLOGY	10-12	16	38,444	36,129	35,793	491	454	443	1,720	1,557	1,523
LIFE ON EARTH	7-12	46	21,117	-	-	283	-	-	882	-	-
LIFE SCIENCE	7	47	21,014	22,322	24,452	295	310	395	962	946	1,058
THE MAKING OF A CONTINENT	8	98	10,272	-	-	124	-	-	489	-	-
NATIONAL GEOGRAPHIC SPECIALS	5-12	2	90,648	86,513	60,922	1,331	1,351	1,005	4,089	3,912	2,670
NATURAL SCIENCE SPECIALS	8	68	14,396	15,506	13,378	192	220	207	609	662	589
NATURESCENE	3-10	11	41,605	37,960	34,365	968	852	789	1,937	1,773	1,569
NUCLEAR PHYSICS	11-12	191	3,411	2,632	2,109	60	52	41	152	120	97
ORGANIC CHEMISTRY	11-12	183	3,948	4,122	-	69	69	-	178	182	-
ORGANIC EVOLUTION	11-12	211	2,597	2,342	1,713	43	34	33	116	108	79
PASS IT ALONG	4-5	241	583	587	538	15	19	22	25	24	29
PHOTOSYNTHESIS	11-12	111	9,297	8,077	-	146	130	-	475	359	-

*Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
SCIENCE (CONTINUED)											
PHYSICAL SCIENCE	9	51	20,107	15,444	17,393	290	247	251	873	664	728
PLANET EARTH	8-12	48	20,524	-	-	289	-	-	935	-	-
PROTEIN SYNTHESIS	11-12	146	6,952	6,504	5,800	117	105	99	305	589	251
READING RAINBOW SCIENCE	2-5	12	40,647	45,781	-	1,654	1,841	-	1,903	2,147	-
SEARCH FOR SOLUTIONS	9-12	107	9,615	9,396	11,005	118	108	119	421	396	447
STRUCTURE OF THE ATOM	11-12	63	15,150	12,943	8,930	199	186	133	700	538	387
THE UNIVERSE & I	8-9	57	16,322	15,413	14,145	202	190	184	692	658	603
UP CLOSE & NATURAL	1-4	20	35,035	40,261	43,225	1,561	1,768	1,923	1,671	1,922	2,022
WAVE PARTICLE DUALITY	10-12	178	4,225	3,268	2,479	81	66	57	195	152	117
WHAT ON EARTH?	8	50	20,240	18,533	15,950	276	255	237	886	797	695
WHATABOUT	7-8	74	13,488	12,601	10,305	151	133	134	613	500	434
SOCIAL STUDIES											
ACROSS CULTURES	6-7	83	12,535	12,647	11,403	215	198	224	526	526	505
AMERICA	9-12	67	14,565	15,679	14,522	225	246	243	708	656	607
AMERICA COUNTS	7-12	196	3,303	3,204	3,158	47	60	58	147	137	133
AMERICAN ENTERPRISE	10-12	165	5,193	6,512	5,825	70	86	83	219	274	237
THE AMERICAN FRONTIER I	6-12	145	6,956	7,337	6,466	163	157	135	321	321	279
THE AMERICAN FRONTIER II	6-12	172	4,852	5,181	4,984	108	100	86	227	222	210
AMERICAN LEGACY	5-6	158	5,683	5,880	9,178	180	153	245	254	251	401
AMERICAN SOUTH COMES OF AGE	9-12	163	5,384	4,429	-	65	67	-	232	197	-
ASIAN INSIGHT	9-12	199	3,288	-	-	51	-	-	141	-	-
BRAZIL	7-12	149	6,637	-	-	89	-	-	339	-	-

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INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
SOCIAL STUDIES (CONTINUED)											
THE CLYDE FROG SHOW	1	25	28,152	30,454	31,648	1,239	1,291	1,427	1,397	1,478	1,545
CONGRESS: WE THE PEOPLE	9-12	110	9,403	-	-	148	-	-	395	-	-
THEE CONSTITUTION: THAT DELICATE BALANCE	9-12	134	7,746	-	-	122	-	-	321	-	-
ECON AND ME	3	195	3,367	-	-	110	-	-	147	-	-
ECONOMICS U$A	9-12	87	11,841	-	-	174	-	-	505	-	-
EQUAL JUSTICE UNDER THE LAW	10-12	122	8,398	10,631	12,571	122	160	177	423	453	515
FACE TO FACE	11-12	233	1,056	-	-	20	-	-	44	-	-
FINDING OUR WAY	4-6	53	17,694	23,095	20,345	403	495	438	772	978	856
FRET 'N' FIDDLE	4-12	216	2,185	-	-	36	-	-	104	-	-
GEOGRAPHY SKILLS	6-9	28	26,568	-	-	423	-	-	1,192	-	-
GETTIN' TO KNOW ME	4-8	103	9,876	10,456	8,739	291	337	266	496	544	461
GIVE & TAKE	8-10	113	9,111	8,953	10,136	133	139	161	386	392	436
GLOBAL GEOGRAPHY	6-9	30	26,075	25,207	16,631	371	380	241	1,162	1,063	678
HARRIET'S MAGIC HATS	K-3	18	36,529	33,732	36,659	1,616	1,466	1,645	1,800	1,656	1,763
HISTORY MATTERS	8-12	219	1,808	1,700	-	32	25	-	85	74	-
IT'S A RAINBOW WORLD	K-1	39	23,196	27,887	31,981	963	1,132	1,359	1,106	1,343	1,526
LANDMARKS OF WESTWARD EXPANSION	4-6	200	3,153	3,530	-	85	107	-	135	157	-
MAKING GOVERNMENT WORK	11-12	81	12,708	18,074	17,365	199	269	244	553	761	699
MARY LONG'S YESTERYEAR	8	86	12,211	-	-	171	-	-	508	-	-
THE NEW PACIFIC	7-12	227	1,308	-	-	19	-	-	116	-	-
NEWSCAST FROM THE PAST	9-12	168	5,053	5,752	6,694	73	85	110	208	238	277

**Based on number of using students.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
SOCIAL STUDIES (CONTINUED)											
OURSTORY	6-12	112	9,251	9,777	9,061	111	130	116	403	411	376
THE PALMETTO SPECIAL	8	13	40,234	40,177	37,824	573	623	593	1,754	1,761	1,609
PENNYWISE	1-3	121	8,509	10,302	12,392	392	474	568	417	501	586
PORTRAIT OF AMERICA	5-12	159	5,651	7,203	6,452	104	126	112	253	309	269
PSYCHOLOGY 101	11-12	152	6,262	5,797	5,674	126	110	101	265	242	231
SANDLAPPER'S CORNER	3	14	38,933	41,273	42,086	1,615	1,691	1,764	1,944	1,947	1,971
SAUDI ARABIA	9-12	128	8,056	6,256	7,440	104	76	101	339	260	296
SOUTH CAROLINA GEOGRAPHY	6-9	23	30,162	31,296	18,636	473	540	368	1,416	1,453	832
SPIRIT OF THE LAND	6-12	226	1,353	1,636	1,182	21	26	19	59	69	46
TOO MUCH, TOO LITTLE	6-12	244	141	-	-	5	-	-	6	-	-
TRADE-OFFS	4-6	179	4,040	5,886	7,193	124	159	197	186	267	314
TRULY AMERICAN	4-8	22	31,345	33,844	35,460	695	782	877	1,392	1,490	1,567
UNDER THE BLUE UMBRELLA	1	49	20,323	26,102	29,211	983	1,234	1,421	1,016	1,296	1,456
UNDER THE YELLOW BALLOON	2-3	58	16,245	20,951	25,648	751	985	1,184	797	1,020	1,230
UNDERSTANDING OUR WORLD	4-6	92	11,548	16,823	15,681	256	363	407	497	713	672
UNDERSTANDING TAXES	9-12	133	7,882	9,968	-	123	166	-	351	485	-
UNITED STATES HISTORY	9-12	17	37,509	36,909	38,735	508	519	520	1,604	1,564	1,592
WAYS OF THE LAW	10-12	88	11,733	14,366	16,536	198	222	255	532	616	709
WHAT IS ...?	6-12	160	5,485	4,593	4,389	59	59	53	222	181	173
WHAT'S IN THE NEWS	4-6	6	54,591	60,477	52,302	1,251	1,412	1,346	2,440	2,608	2,325
WHERE ARE WE?	2-4	76	13,176	16,642	7,479	550	674	313	611	757	339
THE WORLD	11-12	96	10,911	10,288	-	162	149	-	456	426	-
WORLD HISTORY (OLD WORLD BACKGROUND)	7-12	38	23,852	27,314	31,883	343	388	447	1,119	1,127	1,284

Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
ART											
ART HISTORY: A CENTURY OF MODERN ART	6-12	139	7,419	-	-	104	-	-	346	-	-
ART-I-FACTS	3-4	156	5,941	6,912	-	54	79	-	252	289	-
ARTS ALIVE	6-8	164	5,356	4,031	3,865	53	62	62	237	206	167
ARTS-A-BOUND	4-6	210	2,619	1,861	2,899	28	36	25	125	87	125
ARTSCAPE	4-6	118	8,777	11,357	9,005	95	102	97	413	493	365
THE BIG A	1-3	155	5,945	5,054	4,958	101	120	124	278	236	230
CONVERSATIONS WITH ARTISTS	7-12	188	3,603	5,557	-	53	61	-	177	236	-
DRAW ALONG	1-3	35	24,320	29,326	31,436	893	1,056	1,250	1,152	1,479	1,477
IMAGES & THINGS	4-7	207	2,683	2,954	4,255	68	84	87	124	141	177
RETURN OF THE ARTMAKER	5-7	147	6,865	5,186	7,148	63	55	63	279	219	274
VISIONS: ARTISTS AND THE CREATIVE PROCESS	11-12	217	2,130	2,728	3,382	39	33	46	102	123	140
MUSIC											
EXPERIENCES IN MUSIC, DRAMA & DANCE	7-12	125	8,210	6,197	6,792	95	72	95	340	278	297
GUITAR, GUITAR	6-12	239	638	502	467	17	13	12	35	23	23
HARMONY	2-3	120	8,687	7,629	6,939	130	105	128	389	328	302
HOLIDAY SPECIALS	K-12	3	80,107	86,704	104,572	2,223	2,592	3,095	3,723	4,003	4,822
IT'S MAINLY MUSIC	4-6	99	10,217	8,451	5,274	75	76	53	486	366	215
MEET AN ORCHESTRA MUSICIAN	4-8	162	5,413	5,865	4,591	51	50	47	240	260	210

Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
MUSIC (CONTINUED)											
MUSIC AND ME	3-4	54	16,995	16,324	12,072	144	127	136	759	725	518
MUSICAL ENCOUNTER	3-6	108	9,603	5,807	5,292	75	55	44	415	254	211
WORLD'S LARGEST CONCERT	1-12	26	27,321	6,090	6,269	315	21	90	1,348	275	260
PHYSICAL EDUCATION, HEALTH AND SAFETY											
ALL FIT WITH SLIM GOODBODY	3-4	21	33,714	25,638	-	1,303	863	-	1,603	1,119	-
BEFORE THE STORM	7-12	205	3,009	1,347	1,069	29	23	19	91	58	55
CALLING ALL SAFETY SCOUTS	1-3	69	14,359	14,224	15,265	587	612	694	703	690	741
CONRAD	6-9	197	3,302	4,504	6,966	80	133	182	217	217	317
DRUG ABUSE AND HUMAN PHYSIOLOGY	7-12	44	21,291	17,946	-	339	251	-	962	929	-
THE DRUG AVENGERS	1-6	29	26,119	-	-	599	-	-	1,151	-	-
FEELING FIT	9-12	135	7,605	5,913	6,435	144	124	125	366	276	283
GROWING UP	5-8	166	5,192	3,881	5,982	71	74	104	214	186	243
HIGH FEATHER	4-9	72	14,156	14,366	-	387	417	-	663	691	-
INSIDE/OUT	4-7	94	11,345	12,294	15,952	418	397	572	568	607	761
THE INSIDE STORY WITH SLIM GOODBODY	3-5	70	14,320	25,785	33,201	553	1,002	1,370	1,071	1,202	1,547
LEAPS & BOUNDS	K-2	169	5,005	7,333	6,278	122	166	146	240	354	286
LOOKIN' GOOD	7-9	173	4,768	-	-	68	-	-	220	-	-
MULLIGAN STEW	4-7	190	3,430	3,037	4,381	101	98	130	158	161	198
ON THE LEVEL	8-12	100	10,044	11,241	10,632	146	176	173	463	518	485
AN OUNCE OF PREVENTION	4-6	208	2,659	1,633	500	48	34	14	101	78	28

*Based on number of using students.

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
PHYSICAL EDUCATION, HEALTH AND SAFETY (CONTINUED)											
POWERHOUSE	5-8	42	21,905	24,867	24,082	417	638	632	1,043	1,203	1,186
PRIVATE VICTORIES	10-12	97	10,285	-	-	160	-	-	544	-	-
THE RIGHT WAY	9-12	127	8,187	7,649	8,256	121	120	128	495	472	483
SCHOOL BUS SAFETY	K-12	40	22,929	28,042	29,993	884	1,015	1,131	1,066	1,312	1,389
SELF INCORPORATED	5-8	143	6,970	7,746	11,165	131	171	238	333	377	532
SOUP TO NUTS	7-8	157	5,850	6,668	6,472	74	89	94	283	339	319
STRAIGHT UP!	4-6	114	9,022	-	-	133	-	-	431	-	-
WELL, WELL, WELL WITH SLIM GOODBODY	1-3	32	25,176	28,369	31,814	1,114	1,215	1,405	1,633	1,402	1,528
YOUR CHOICE ... OUR CHANCE	5-6	235	888	-	-	22	-	-	28	-	-
VOCATIONAL AND CAREER EDUCATION											
AND SEW ON	7-12	185	3,849	4,372	5,215	104	110	127	237	252	268
APPLIED COMMUNICATIONS	9-12	243	195			7			14	-	
AUTO SHOP SAFETY	7-12	220	1,793	2,092	-	47	52	-	117	144	-
BREAD & BUTTERFLIES	4-7	181	3,990	5,121	5,366	94	130	170	223	248	293
BUSINESS CONCEPTS	9-12	198	3,289	2,621	-	84	51	-	182	126	-
CAREER PLANNING	9-12	142	7,053	7,809	6,015	154	151	156	412	381	342
DEVELOPING YOUR CAREER	7-12	194	3,369	4,267	-	76	73	-	209	211	-
DIMENSIONS OF CHILD DEVELOPMENT	11-12	209	2,621	2,842	3,754	58	68	94	171	131	179
FOOTSTEPS	11-12	177	4,279	5,266	5,665	92	114	122	246	247	266

**Based on number of using students.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES 89-90	88-89	87-88	TEACHERS USING SERIES 89-90	88-89	87-88	CLASSES USING ITV 89-90	88-89	87-88
VOCATIONAL AND CAREER EDUCATION (CONTINUED)											
GOOD WORK VI	7-12	231	1,177	1,230	-	23	21	-	67	55	-
ISSUES OF THE 80'S	7-12	186	3,705	3,898	-	68	76	-	178	177	-
KEYS TO THE OFFICE	9-12	222	1,765	2,543	2,909	46	56	74	101	131	162
MAKING IT WORK	9-12	167	5,090	6,946	7,997	116	143	168	341	405	438
MICROCOMPUTER APPLICATIONS	7-12	187	3,628	-	-	68			180	-	-
MULTIMETERS EXPLAINED	9-12	236	745	671	-	25	22	-	48	46	-
PICKING YOUR PATH	3-6	184	3,915	2,114	1,894	83	31	46	175	109	86
PRINCIPLES OF TECHNOLOGY	10-12	224	1,655	1,061	1,006	36	27	21	98	55	64
SPACES	5-8	234	1,051	607	693	12	9	11	49	26	42
WORKSHOP HINTS	8-12	212	2,373	2,276	2,399	44	42	54	135	132	154
WORLD OF WORK	9-12	193	3,381	2,476	4,209	73	54	85	196	146	244
YOU, ME, AND TECHNOLOGY	7-12	201	3,140	-	-	62			169	-	-
COMPUTER-ASSISTED INSTRUCTION											
COMPUTERBREAK	4-8	148	6,690	5,521	5,876	81	89	92	320	291	270
NIBBLES	6-12	221	1,788	2,079	2,514	25	39	35	80	105	123
SOLUTIONS UNLIMITED	6-8	247	93	414	483	3	9	7	4	33	25
PBS VIDEO CATALOG PROGRAMS	6-12	36	24,003	32,863	39,011	283	378	483	1,212	1,485	1,694

**Based on number of using students.*

INSTRUCTIONAL TELEVISION UTILIZATION HISTORY

SERIES	GRADE LEVEL	SERIES RANK*	STUDENTS USING SERIES			TEACHERS USING SERIES			CLASSES USING ITV		
			89-90	88-89	87-88	89-90	88-89	87-88	89-90	88-89	87-88
K-12 STUDENTS VIEWING											
STAFF DEVELOPMENT											
BOARD LEADERSHIP	K-12	252	22	-	-	1	-	-	1	-	-
BSAP UPDATE	K-12	249	44	-	-	1	-	-	2	-	-
BSAP SCIENCE TELECONFERENCE	K-12	248	45	-	-	2	-	-	2	-	-
EVALUATION-BSAP MATH ACHIEVEMENT	K-12	253	17	-	-	1	-	-	1	-	-
I'M SPECIAL	K-12	232	1,102	-	-	10	-	-	69	-	-
INTERACTION	K-12	245	125	-	-	1	-	-	5	-	-
KEY CHANGES: SEMINAR FOR MUSIC EDUCATORS	K-12	250	42	-	-	2	-	-	2	-	-
LIBRARY SKILLS	K-12	223	1,710	5,249	4,202	14	41	22	81	231	154
MAKING GOVERNMENT WORK OVERVIEW	K-12	242	247	-	-	1	-	-	10	-	-
MOTIVATING TEACHERS AND STUDENTS	K-12	251	25	25	158	1	1	3	2	2	6
89-90 S.C. CHILDREN'S BOOK AWARD NOMINEES	K-12	218	2,055	-	-	29	-	-	92	-	-
89-90 YOUNG ADULT BOOK AWARD NOMINEES	K-12	240	601	-	-	7	-	-	27	-	-
NUTRITION IN ACTION	K-12	229	1,241	-	-	16	-	-	60	-	-
PHILLIP'S INSIGHT	K-12	246	95	-	-	1	-	-	4	-	-

Based on number of using students.

UTILIZATION TRENDS IN ITV

UTILIZATION

Utilization Growth

Utilization leveled off or declined somewhat in 1989-90 due to the effects of Hurricane Hugo on school operations following the September 22, 1989 storm. Also contributing was the lack of a utilization consultant for the area with the largest proportion of schools–the Spartanburg upstate region. Offsetting these factors were the addition of 28 new series, the installation of 28 new building distribution systems, the purchase of new videotape machines, and the support supplied to teachers by building coordinators and utilization consultants. Overall utilization growth should pick up again in 1990-91 as the ITV series inventory is updated, as the second phase of ITFS expansion is started, and as reception improvements continue to be made by S.C. ETV. The subject areas having the highest series usage were language arts and science, with 25 percent of the total; followed by social studies with 22 percent.

RECEPTION

Information on television equipment located in the schools and used directly with students for instructional purposes was collected from the ITV and equipment inventory component of the utilization survey.

Instructional Use of TV Sets

A total of 19,546 television sets were reported used by students in classrooms or libraries for viewing ITV resources.

TV Sets

Ninety-three percent of all TV sets used for instruction were color, and 97 percent of the schools had some color sets for instructional purposes. A total of 19,827 teachers had use of 19,546 sets for instruction, 281 fewer TV sets than teachers.

Quantity of TV Sets

	For Instructional Use		Total	
	1989-90	1988-89	1989-90	1988-89
Number of TV Sets	19,546	18,342	22,298	20,513
Amount of Change	+1,204	+1,590	+1,785	+1,571
Percent of Change	6.56	9.49	8.70	8.29
Number of Schools	1,068	1,078	1,082	1,078
Percent of Schools	96.82	97.29	98.09	97.29
Number of Schools w/Color TVs	1,067	1,071	1,082	1,078
Percent of Schools	96.73	96.66	98.09	97.29
Number of Districts w/TVs	94*	92	92	92

Color Status of Total TV Sets

	Number		Percent	
	1989-90	1988-89	1989-90	1988-89
Black/white	1,847	2,566	8.28	12.50
Color	20,451	17,947	91.72	87.50
Totals	22,298	20,513	100.00	100.00

Color Status of Instructionally Used TV Sets

	Number		Percent	
	1989-90	1988-89	1989-90	1988-89
Black/white	1,174	1,807	6.00	10.00
Color	18,372	16,535	94.00	90.00
Totals	19,546	18,342	100.00	100.00

**Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind, and S.C. Opportunity School.*

VTRs

School districts, individual schools, and PTA/PTO units continued to provide VTRs to improve local scheduling of ITV programs. A net total of 619 instructionally used VTRs were added either with local or state money, an 18-percent increase in VTR availability over the previous year. There were a total of 4,011 VTRs/VCRs in our schools which were used for taping/playback of ITV programs.

Quantity of VTRs

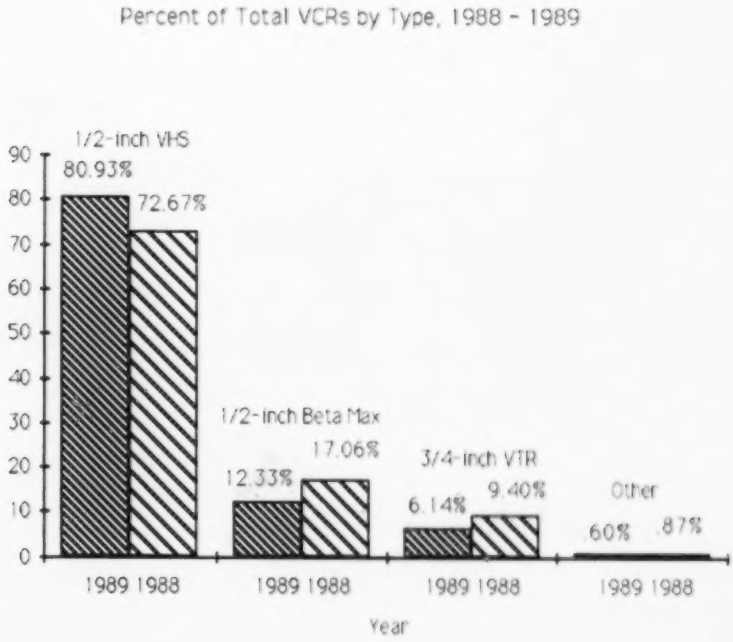
	For Instructional Use		Total	
	1989-90	1988-89	1989-90	1988-89
Number of VTRs	4.011	3,392	5,725	4,871
Amount of Change	+619	+622	+854	+940
Percent of Change	18.24	22.45	17.53	23.91
Number of Schools	1,051	1,52	1,070	1,062
Percent of Schools	95.28	94.94	97.01	95.85
Number of Districts w/VTRs	94*	92	92	92

**Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind, and S.C. Opportunity School.*

Type of VTRs

	Number		Percent	
	1989-90	1988-89	1989-90	1988-89
3/4-inch cassette VTR	353	488	6.14	9.40
1/2-inch cassette Beta Max	709	885	12.33	17.06
1/2-inch cassette VHS	4,655	3,770	80.93	72.67
Other	35	45	.60	.87
	5,725*	4,871*	100.00	100.00

The most common VCR in our schools a is VHS videocassette machine, which now represents 81 percent of all VCR–up from 73 percent last year. Beta Max and 3/4-inch VCRs now comprise 12 and 6 percent, respectively, of all VCRs in the schools. (See chart below.)



** Figures exceed the total of 5,725 VCRs for 1989-90 and 4,871 VCRs for 1988-89 due to reporting errors.*

ETV Reception Equipment Funds

These funds became available through S.C. ETV for the fourth straight year, and were matched with television equipment purchases by the schools. The ETV-funded equipment replaced aging black-and-white TV sets and improved accessibility to ITV programming.

Summary of TV Equipment Placed by S.C. ETV

TV Sets	
25"	196
19"	453
	649
TV Stands	77
VCRs	69

STAFF DEVELOPMENT UTILIZATION

A complete listing of program descriptions and broadcast schedules was included in the annual S.C. Instructional Television and Radio Resources book.

A diversified program of staff development offerings was broadcast daily over S.C. ETV open- and closed-circuit networks from 3:00-4:00 p.m., and over the S.C. Educational Radio Network from 3:00-4:00 p.m. for use as resources for district certificate-renewal point plans and professional development on a non-credit basis. This program consisted of 43 ITV and radio series and 197 single-program specials, comprising a total of 613 TV and radio programs. Programs were available to teachers, school administrators, district curriculum staff, teacher aides, school food service personnel, school librarians/media specialists, counselors, parents, and building custodial workers in 37 major areas.

Educators Receiving Certificate-Renewal Credit

	1989-90	1988-89	1987-88
Credit Courses			
Key Changes: A Seminar for Music Educators	147	-	-
South Carolina History for Teachers	492	475	384
	639	502	403
Staff Development Resources Used by Teachers			
Total Series and Program Usage:			
ITV	7,100	4,494	4,722
Radio	799	903	775
	7,899	5,397	5,497
Individual Teachers Using Staff Development:			
ITV	3,401	2,472	921
Radio	260	300	56
	3,661	2,772	977

Utilization of Selected Series and Programs

ITV	1989-90	1988-89	1987-88
ABOUT BREAD & BUTTERFLIES	13	-	-
ABOUT INCOME/OUTCOME$	16	-	-
ADOPT THE LIBRARY	130	-	-
ADULT EDUCATION VIDEO NEWSLETTER	15	10	11
ALL THE DIFFERENCE	31	43	275
AMERICA'S SHAME, AMERICA'S HOPE	54	-	-
ART OF STORYTELLING, THE	95	98	119
BECOMING CERTIFIED IN SOUTH CAROLINA	18	-	-
BSAP BRIEFS	1,465	508	-
BSAP SCIENCE TELECONFERENCE	1,042	-	-
CAREER EDUCATION: A FAMILY AFFAIR	93	-	-
CIVICS LESSONS: RATIFICATION/CONSTITUTION	12	-	-
CLASSROOM MANAGEMENT IN P.E.	26	26	64
COACHING FOR IMPROVED TEACHING	34	24	223
COMPUTERS ACROSS THE CURRICULUM	47	69	43
COPYRIGHT ISSUES	311	495	537
CREATIVE THINKING SKILLS	98	-	-
DR. M. HUNTER: THE PARENT'S ROLE	55	-	-
DR. M. HUNTER: TOM CHAPPELEAR LECTURE	132	133	457
DROPOUT PREVENTION WORKS	44	30	-
EARLY CHILDHOOD EDUCATION	34	41	28
EDUCATION OF THE HANDICAPPED	22	16	15
EIA SCHOOL IMPROVEMENT COUNCILS	130	171	273
EVALUATION--BSAP MATHEMATICS ACHIEVEMENT	105	94	116
EVALUATION--BSAP READING ACHIEVEMENT	98	81	87
EXCERPTS OF 1989-90 NEW SERIES (K-12)	104	-	-
EXCERPTS OF 1990-91 NEW SERIES (K-12)	28	-	-
FAT FACT, THE	10	-	-
FOOD SERVICES	38	70	-
GAMES PROGRAM IN P.E., THE	12	16	18
GUIDANCE	16	17	-
HUMAN SEXUALITY	33	-	-
IMPROVING SAT SCORES	92	-	-
KEY CHANGES: SEMINAR FOR EDUCATORS	88	-	-
LIBRARY SKILLS	211	185	240
MAKING OF WHERE ARE WE, THE?	11	-	-
MATH PROBLEM-SOLVING FOR GRADES 7-12	11	-	-
MOTIVATING TEACHERS AND STUDENTS	88	205	151
NASA VIDEO TELECONFERENCES	22	-	-
NATURAL HISTORY IN THE CLASSROOM	46	-	-

Utilization of Selected Series and Programs (continued)

ITV	1989-90	1988-89	1987-88
NUTRITION IN ACTION	95	-	-
NUTRITION: DIETARY GUIDELINES	22	-	-
ON AND ABOUT MICROCOMPUTERS	19	60	24
OPEN DOOR, THE (SECONDARY MEDIA SERV.)	10	17	-
PATHWAYS	43	73	-
POSITIVE CLASSROOM MANAGEMENT	20	-	-
REPORT TO SCHOOLS: 1990-91 IT[illegible] RESOURCES	75	-	-
ROLE OF THE ITV BUILDING COORDINATOR	56	68	-
SCHEDULING TAPING CENTERS	27	-	-
SCHEDULING TV SETS IN THE CLASSROOM	27	32	-
SCHOOL BUS SAFETY	253	123	259
S.C. CHILDREN'S BOOK AWARD NOMINEES, 89-90	146	-	-
S.C. COMPREHENSIVE HEALTH ACT	69	154	-
S.C HISTORY FOR TEACHERS	110	-	-
S.C. WOMEN: 300 YEAR PERSPECTIVE	10	-	-
S.C. YOUNG ADULT BOOK AWARD NOMINEES, 89-90	71	-	-
STRESS MANAGEMENT FOR ADMINISTRATORS	25	21	-
TEACHING ABOUT SOUTH CAROLINA	29	59	-
TIPS FOR TEACHING THE YOUNG AND RESTLESS	46	21	-
TV DINNERS	20	-	-
UPDATE: MUSIC EDUCATION	57	33	23
WELCOME BACK TO SCHOOL	101	405	404
YOUR CHOICE ... OUR CHANCE: OUTREACH	144	-	-
Radio			
AN INVITATION TO LEARN/SUCCEED	87	107	70
BENJAMIN FRANKLIN ON THE CONSTITUTION	12	18	-
EFFECTIVE SCHOOLS RESEARCH & PRACTICE	45	45	43
FINDING TIME FOR CURRICULUM MANAGEMENT	15	17	-
GIVE A CHILD A BOOK	91	82	-
GO AHEAD AND TEACH, YOU DON'T BOTHER ME NONE	64	77	83

Utilization of Selected Series and Programs (continued)

Radio	1989-90	1988-89	1987-88
INVITATIONAL INSTRUCTION AND LEARNING	22	17	-
MOTIVATING TEACHERS AND STUDENTS	100	111	67
ON CIRCUIT-RIDERS, BRUSH ARBORS...	17	12	-
SCHOOL IMPROVEMENT AND STAFF DEVELOPMENT	25	26	-
SCHOOL IMPROVEMENT: GOOD NEWS AND BAD NEWS	26	16	-
STEVE GLENN SPEAKS TO PARENTS	45	43	33
STRENGTHENING THE FAMILY	41	39	25
STUDENT DISCIPLINE	53	62	-
STUDENTS AT RISK, SCHOOLS AT RISK	67	58	-
UPDATE: ADULT EDUCATION	14	15	11
VISION AND SCHOOL CULTURE	10	12	-
YOUTH AT RISK: SOUTH CAROLINA'S SEARCH FOR DIRECTION	26	29	-

EDUCATIONAL CONFERENCES/WORKSHOPS

Instructional Television/General	Presentation	Display
• AECT State Convention, Charleston		
• National ITV Utilization Conference, Kansas City, MO	1	1
• ITFS Centers' Conference, Columbia	1	
• Leadership Academy Seminar, Myrtle Beach		
• Ole English Consortium		
• SCASL Convention, Columbia		
• Low-Country Educators Conference		1
• District Education Fair, Beaufort	1	1
• AIT Economics Education Project, San Antonio, TX		
• Heritage Education Foundation		1
• Regional Librarians Conference		1
• School Administrators Conference, Myrtle Beach		
• Geography Workshop, Florence		
	3	2

Computers

- SCCCE State Conference, Columbia
- Hypercard Workshop, Columbia
- Charleston Computer Conference
- Computer Users Meeting, Horry County
- Darlington County Computer Conference

TELECONFERENCES

Teleconferences continue to be recognized by the department as an innovative and economical means of facilitating meetings. Teleconferences held during the year were:

Teleconference	1989-90
AP Economics (part 1), May 15	1
AP Economics (part 2), May 16	1
Black History, Feb. 21	1
BSAP Science, Sept. 19	1
Communication Aids for Handicapped, May 10	1
Devices to Enhance Employability, June 7	1
DLM Math Fluency, Feb. 7	1
Ice Walk, Nov. 17	1
ITV Advisory Committee, Dec. 6	1
ITV Emphasis Week, Nov. 15	1
Long Term Health Care, Mar. 21	1
NASA: Flight Testing, Dec. 8	1
NASA: Planetary Exploration, Oct. 18	1
NASA: Robots in Space, Mar. 26	1
NASA: Space Science, Jan. 25	1
PSAT: Introduction, Sept. 27	1
PSAT: Math Skills (part 1), Oct. 10	1
PSAT: Math Skills (part 2), Oct. 12	1
PSAT: Verbal Skills (part 1), Oct. 3	1
PSAT: Verbal Skills (part 2), Oct. 5	1
PSAT: Wrap-up, Oct. 19	1
Report to Schools: 90-91 Resources, Apr. 24	1
State Advisory Committee, Jan. 11	1
Towards Better Schools, Nov 16	1
Virginia's 5-Year Tech. Plan, Apr. 23	1
Vocation Education Teleconference, Nov. 2	1
Teltrain, Nov. 8	1
Total	27

STATEWIDE COMPUTER SURVEY RESULTS

INTRODUCTION

The April 1990 Computer Survey was the seventh statewide assessment of computer use by schools and districts conducted by the State Department of Education. A comparison of data from 1984-1990 is provided where available to give evidence of trends in the acquisition and use of computer technology.

SURVEY DESIGN

The questionnaire inventoried computer equipment and software, and dealt with such issues as instructional and administrative uses of computers. A seven-question school form and a five-question district form was developed and distributed to all South Carolina public school principals and district superintendents. All 1,103 schools and 93* district offices were sent survey forms.

RESPONSE RATE

For the computer survey, the response rate for district offices was 94* returned forms, or 100 percent, and for schools; 1,094 forms returned, or 99 percent.

SURVEY RESULTS

Computer Equipment Inventory

1. Instructional and Administrative Use

   Of the 43,092 computers in schools, 83 percent were used for instruction and 10 percent for administration in both secondary and elementary schools.

**Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind, and S.C. Opportunity School.*

2. Computer Hardware Availability in Schools

	Instructional Use		Total	
	1989-90	1988-89	1989-90	1988-89
Number of Computers	35,765	30,784	43,092	36,599
Amount of Change	4,981	5,326	6,493	6,833
Percent of Change	16.18	20.92	17.74	22.95
Number of Schools with Computers	1,063	1,061	1,085	1,089
Percent of Schools	96.37	95.75	98.37	98.28
Number of Districts with Computers	94*	92	92	92
Percent of Districts	100	100	100	100

3. Change in Total Computers in Schools by Brand

Brand	1989-90	1988-89
Apple	23,379	20,833
IBM	8,916	6,726
Radio Shack	2,446	2,371
Atari	1,702	1,422
NCR	1,545	982
Others	5,104	4,265
	43,092	36,599

4. Change in Computers in Schools by Use

	1989-90	1988-89	Percent Change
Total Computers	43,092	36,599	17.74
Instructional	35,765	30,784	16.18
Administration	4,132	3,341	23.67
Both Instr. & Admin.	3,214	2,579	24.62
Printers	13,809	11,553	19.53

**Includes S.C. Department of Youth Services, S.C. School for the Deaf & Blind, and S.C. Opportunity School.*

5. Ratio of Computers to Students

	1989-90	1988-89	1987-88
Total Computers*			
Grades K-12	1:15	1:17	1:21
Grades K-7	1:17	1:20	1:25
Grades 8-12	1:12	1:14	1:17
Instructionally Used Computers			
Grades K-12	1:18	1:21	1:25
Grades K-7	1:21	1:24	1:29
Grades 8-12	1:14	1:17	1:20
180-Day Student Enrollment			
Grades K-12	633,662	633,345	632,044
Grades K-7	412,865	406,453	398,489
Grades 8-12	220,797	226,892	236,555

6. Instructional and Administrative Uses of School Computers and Printers

		Instr. Use		Admin. Use		Instr. & Admin. Use		Printers	
Sch. Level	Total Comp.	Qty.	% of Total	Qty.	% of Total	Qty.	% of Total	Qty.	% of Total
Elem.	23,951	19,932	83.22	2,125	8.87	1,855	7.74	6,714	48.62
Sec.	19,141	15,833	82.72	2,007	10.49	1,359	7.09	7,095	51.38
Total	43,092	35,765	83.00	4,132	9.59	3,214	7.46	13,809	100.00

**Total number of computers includes those used for administration and instruction.*

7. Number of Computers in Schools

	Number of Computers		% of Total Computers		Number of Schs. with Computers		Ratio of Comp. to Schs. with Computers	
	1989	1988	1989	1988	1989	1988	1989	1988
Elementary	23,951	20,086	56	55	791	793	30.0/ School	25.0/ School
Secondary	19,141	16,513	44	45	294	296	65.0/ School	55.0/ School
Total	43,092	36,599			1,085	1,089	39.0/ School	33.0/ School
Percent of Schools with Computers:					98.3	98.3		

8. Frequency of K-12 Schools per Number of Computers

Number of Computers per School	Number of Schools with Indicated Number of Computers 1989	1988	1987
1	3	5	101
2	4	4	53
3	7	11	50
4	9	12	42
5	6	15	38
6	12	3	47
7	12	19	40
8	15	21	47
9	13	18	37
10	20	15	35
11	21	39	34
12	12	19	48
13	16	18	33
14	19	24	33
15	17	22	31
16	23	31	27
17	18	30	23
18	37	23	28
19	22	34	25
20	23	25	20
21 +	787	687	287
Total Schools	1,085	1,089	1,074
Number of Schools Having 1 or 2 Computers	7	9	154
Number of Schools Having 10 or More Computers	1,004	981	619

ITV AND RADIO AWARENESS

The office, with the assistance of S.C. ETV, continued an active informational program for educators and the general public. Highlights of this effort included:

- ITV Emphasis Week: A Real Celebration

The third annual **ITV Emphasis Week** was held November 13-18th. ITECH and S.C. ETV combined their resources to reach South Carolinians of all ages with broadcasts and activities featuring ITV.

Following the successful "Art Contest" formula, ITECH held its first ITV "Writing Contest" this year. Contestants in grades four through 12 were asked to compose essays of up to 200 words illustrating how they have personally benefited from the use of an ITV series. Thirteen winners were honored at a dinner in Columbia on November 15. That evening, these students were recognized on a special ETV CROSSTALK program seen by viewers across the state.

This CROSSTALK program, hosted by Sheila Johnson-Chaney, featured Clyde Green and two very special guests, Louise McNamara and Rudy Mancke. McNamara, who traveled from Vermont to help celebrate ITV EMPHASIS WEEK, is the creator of the ITV series ALL ABOUT YOU and UP CLOSE AND NATURAL. Mancke is the popular naturalist of S.C. ETV's NATURESCENE, which is used extensively in South Carolina schools.

Both of these well-known personalities appeared earlier that day in a live, open and closed circuit broadcast that was the highlight of the week's events. ETV's Linda Durant interviewed McNamara and Mancke about their fascination with science in their youth and their production experiences. Caughman Elementary School students in the audience were given the opportunity to ask numerous questions.

This early afternoon broadcast was seen by .nany students, teachers and home views across the state. This enabled the entire school community to share in the celebration of ITV Emphasis Week. The 30-minute program provided insight to these two television instructors and is available on tape for future use.

Spanning the entire week were nightly FOCUS programs featuring some of ITV's special services and programs and the people behind the cameras. These statewide broadcasts highlighted the ITV teacher's guides, SERC, ITV Building Coordinators and Utilization Consultants.

ITV Emphasis Week again has brought a better public understanding of the important role ITV plays in our classrooms.

- ITV Emphasis Week Summary

  - Brochure
    - 76,000 Copies distributed.

- ITV Emphasis Week Summary (continued)

  - Sent To: 550 civic clubs, to all K-12 schools, school district offices, legislators and PTA/PTO's.

  - TV Programs
    - 4 New FOCUS segments produced for November 13 - 16th.
    - Media Conference on November 15th.
    - Midweek special edition of CROSSTALK on November 15th.

  - Student Contests
    - Writing Contest: 13 Regional winners recognized at Awards Dinner and on CROSSTALK.
    - Art Contest: 1,161 Entries from 109 schools.

  - Press Clippings
    - Local newspapers gave a significant amount of coverage to Emphasis Week Activities - the Writing Contest, CROSSTALK, and to an ETV General News Release.

1989-90 ITV STUDENT WRITING CONTEST SUMMARY

Grade Category	First Place Winners (Receive Plaque at Awards Dinner, Appear on Crosstalk)	Other Winners 2nd Place (Receive Certificate and Letter of Congratulation)	3rd Place	Class Winner (Receive Letter of Congratulations)	Sub-Totals
4-6	6	5	3	22	36
7-9	6	6	4	12	28
10-12	1	1	1	1	4
Sub-Totals	13	12	8	35	68

Total Participants in Contest: 68

- Other activities of an on-going nature included:

  - Newsletters

    - Four issues of the "Instructional Technology" newsletters were published, featuring articles for interest to educators.

  - Update: Department Report

    - These nine, 15-minute, monthly television programs featured ITV Resources, Computer Learning Month, ITV Emphasis Week,

- Other activities of an on-going nature included: (continued)

  Holiday Viewing, ITEC Regional Consultant, Black History Month, the ITEC Annual Surveys, Regional Taping Centers, and Student Art Contest Winners.

  - International Visitors

    - Our state's ITV Program and ETV Network system continued to received substantial recognition nationally and abroad. Fifty international visitors from 42 countries, sponsored by the U.S. State Department and other agencies, schedule visits to study first-hand our operations. The countries from which some of the visitors came included:

      - India
      - Morocco
      - Nigeria
      - Pakistan
      - Qatar
      - Thailand
      - Zaire

- Computer Learning Month (CLM) and Instructional Computer Awareness

  - The South Carolina Department of Education very actively participated in CLM for October, 1989. A summary of key activities included:

    - Governor Carroll A. Campbell, Jr. proclaimed October, 1989 as Computer Learning Month with joint sponsorship of the S.C. Department of Education and the South Carolina Council on Computers in Education (SCCCE).

    - The S.C. Department of Education joined other state departments of education in being an official sponsor for CLM.

    - Distributed CLM brochures and posters to each public school in the state.

    - Ran an article on CLM in the Office of Instructional Technology newsletter for September 1989, distributed to each teacher in the state.

    - Ran a spot announcement about CLM over S.C. ETV .

    - Made an announcement about CLM on monthly staff development TV program broadcast statewide for educators over S.C. ETV .

- Computer Learning Month (CLM) and Instructional Computer Awareness (continued)

  - Ran an announcement about CLM on the Department of Education's Electronic Mail System to 65 of 92 school district administrative offices.

  - South Carolina Council on Computers in Education (SCCCE) membership informed about CLM through their newsletter.

  - Press release on CLM distributed to all state daily and weekly newspapers by S.C. ETV's Public Information Department.

  - Encouraged CLM contest entry submissions by public schools.

PLANS FOR 1990-91 TO EXPAND AND IMPROVE UTILIZATION AND RECEPTION

UTILIZATION

In addition to projected in-services and other consultant services, the following activities are planned to improve the quality and quantity of ITV/radio usage.

- Staff Development Programming

  For Teachers: Previews of new ITV resources will be provided during May. Special programs on general utilization techniques and of individual series will be scheduled throughout the year.

  For Building Coordinators: The following special programs, designed for the particular needs of building coordinators, will be scheduled.

  - Role of the Building Coordinator

  - VTR/VCR Scheduling Techniques

  - Scheduling Television Sets

  - ITV Utilization Survey

- District Distribution Center Personnel

  The 16th Annual Spring Conference will be held in May 1991. The conference is held for district distribution center personnel to facilitate curriculum and technical planning.

NETWORK EXPANSION AND LOCAL RECEPTION IMPROVEMENTS PROJECTED FOR 1990-91

ITFS Expansion Phase

The General Assembly approved four million dollars to begin the expansion of the ITFS Network. Projects planned with the new money are expected to be completed September 1991. Seven new ITFS district distribution centers and expansion of the Charleston Center are planned, adding to the 14 currently in existence. Each center is a cooperative effort between school district(s), S.C. ETV, and the State Department of Education. Each ITFS center will receive a four-channel ITFS facility for broadcasting secondary ITV resources to all middle, high, and vocational schools within their coverage areas and a videotape library of ITV and staff development resources for grades 7-12. Continued efforts will be made to secure funding for the remainder of the statewide ITFS Network for schools either not served or without full service.

Due to "Hugo" the existing LAT and WAT service in the Charleston Area were interrupted for over nine months, but service was restored for the beginning of the 1990-91 school year. The expansion project had to be delayed until Charleston County could provide a new (permenent) taping center building.

The projected new ITFS centers in general order of completion are as follows.

- Anderson County (Districts 1-5) Sept. 90
- Lexington County (Districts 1, 3, 4) Sept. 90
- Chester/Union Counties Sept. 90
- Charleston County (Expansion) Jan. 91
- Marlboro County Jan. 91
- Oconee County Jan. 91
- Colleton County Sept. 91
- York County (Districts 1, 2, 4) Sept. 91

Minor Project Installations

S.C. ETV will continue the installation of regular and portable classroom outlets on a cooperatively-funded basis with school districts as funds are available.

ITFS Expansion Needs

Approximately 319 secondary schools, vocational schools, and other school-related facilities that are served by 17 ITFS Centers and the ITFS LAT System. Another 153 secondary schools only have two channel WAT ITFS service, a total of around 275 other schools and school facilities receive no ITFS services.

ITFS LINE FEEDS

The service of providing line, program feeds, or special broadcasts by request of a school or taping center over the ITFS Network has been substantially reduced due to their high costs and excessive wear on machines and master tapes. Line feeds are only available now on an emergency basis for staff development and some special K-12 programs. Line feeds totaled 2,111 in 1988-89 and 1,108 in 1987-88.

The following chart gives monthly data on line feeds for the past three years.

CLOSED CIRCUIT LINE FEEDS

	1987-88	Accom. Totals	1988-89	Accom. Totals	1989-90	Accom. Totals
July	4	4	4	4	0	0
August	6	10	127	131	8	8
September	29	39	230	361	45	53
October	50	89	210	571	73	126
November	117	206	360	931	57	183
December	183	389	305	1,236	8	191
January	135	524	125	1,361	57	248
February	171	695	170	1,531	32	280
March	122	817	100	1,631	21	301
April	111	928	115	1,746	52	353
May	155	1,083	365	2,111	23	376
June	25	1,108	0	2,111	5	381

COMPUTER SOFTWARE EVALUATION PROJECT

The seven member states of the Software Evaluation Exchange Dissemination (SEED) project (New Jersey 1988) continued the project in 1989-90. A total of 752 evaluations had been distributed by the end of the 1989-90 school year by the project. The project will conclude in November 1990.

ITV UTILIZATION-31 YEARS

Total ITV Series Usage
Total Individual Students Viewing

This chart shows the total ITV series usage, which counts students for each different series viewed and the number of individual students viewing ITV. Individual students viewing ITV was not officially documented until 1969-70. For further information, contact the S.C. State Department of Education's Office of Instructional Technology, 206 Rutledge Building, Columbia, S.C. 29201.